

LIFE


IN THIS ISSUE
AUTHOR OF 'POGO' ILLUSTRATES
A FABLE OF MAN'S ORIGIN

LONG LIVE
THE QUEEN

20 CENTS

FEBRUARY 18, 1952

U. S. PAT. OFF.



Studebaker again steps out ahead in style

SEE STUDEBAKER FOR '52

HERE'S ADVANCED new swept-back styling for discriminating 1952 car buyers.

Here's exciting new aerodynamic designing by Studebaker, the originator of the modern look in cars.

Stop in right away at a nearby Studebaker showroom and arrange to try out one of these thrill-packed, amazingly economical new Studebakers.

Studebaker's the newest of the new for '52—a sprightly new Champion in the lowest price field—a brilliant-performing new 120-horsepower Commander V-8.

1952 STUDEBAKER...NEWEST OF THE NEW

Commander V-8 Starliner "hard-top" convertible—Champion also available. Chrome wheel discs optional at extra cost—decorative and other specifications subject to change without notice. Studebaker Corp'n, South Bend 27, Indiana, U. S. A.



"WHAT do you mean—he's impossible?" Jim demanded. "Ed plays a nice game and is a good guy."

"Of course he is," Edna agreed, "but I'm just not up to sitting opposite him all evening long. Last Tuesday night was enough for me."

"Meaning what?"

"Meaning that his breath, to put it mildly, is pretty objectionable."

"So that's it!"

"That's it! Furthermore, if he hasn't the sense to do something about it, he deserves to be left out of things. You'd think Mabel would drop him a hint."

It Could Be You

Halitosis (unpleasant breath) may be absent one

day and present the next . . . without your realizing it. And, when it is, you appear in an objectionable light.

Why risk offending when Listerine Antiseptic provides a delightful and *extra-careful* precaution against this all too common complaint.

You simply rinse the mouth with Listerine Antiseptic and, lo!—your breath becomes fresher, sweeter, less likely to offend . . . stays that way, too . . . not for mere seconds or minutes . . . but for hours.

Yes, actual clinical tests showed: that in 7 out of 10 cases, breath remained sweet for more than four hours after the Listerine Antiseptic rinse.

So, always before any date, social or business,

let Listerine Antiseptic put your breath on the agreeable side.

While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors fermentation causes. Lambert Pharmacal Co., Division of The Lambert Co., St. Louis, Mo.



SPECIAL ON LISTERINE TOOTH PASTE,
THRIFT-PAK . . . TWO 45¢ TUBES 59¢

"Taste that wonderful fresh mint flavor!"

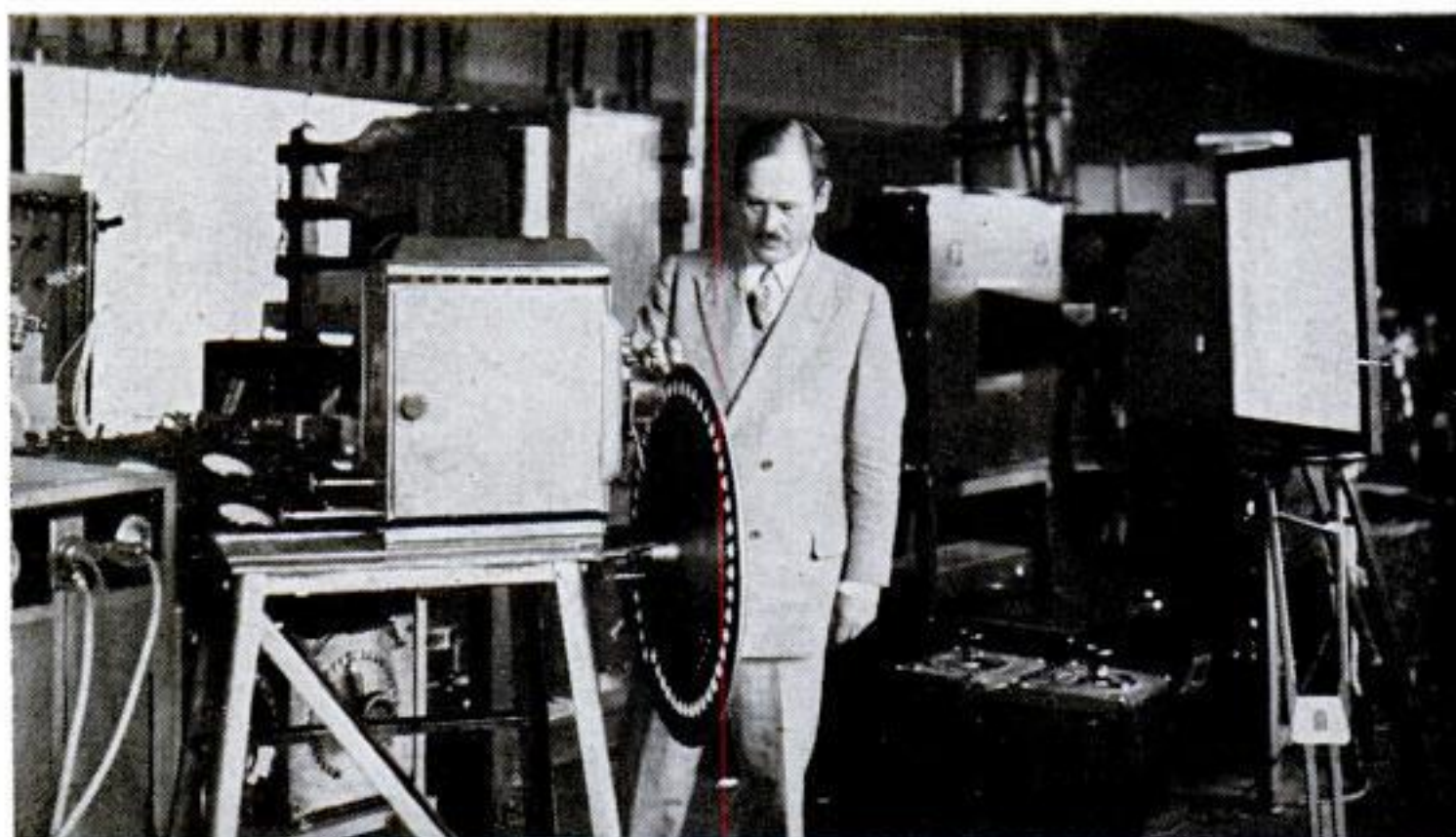
See The Sammy Kaye Show • "Want to Lead a Band" • on Television

BEFORE ANY DATE, LISTERINE ANTISEPTIC . . . STOPS BAD BREATH FOR HOURS

World's First Home Television Developed by G.E. 25 Years Ago!



ACTUAL PHOTO (TAKEN 1927)—WORLD'S FIRST HOME TV SET—A G-E!
A big console with a tiny 3-inch image. Here is Dr. E.F.W. Alexanderson, TV's pioneer at General Electric, receiving one of the first "telecasts" ever transmitted.



SECOND BIG STEP IN TELEVISION RECEPTION! Dr. Alexanderson's "TV Projector", a revolving disc with 48 holes in spiral formation. This image projecting device was presented at the Radio World's Fair the week of Sept. 17, 1928.

Now...the biggest TV news for '52 G-E 25th

"Mr. Basketball," George Mikan, of the Minneapolis Lakers, shown on screen.

ANNIVERSARY VALUES!

To see how far G.E. has advanced television since the first set 25 years ago—look at G-E Black-Daylite Television today. Now, the biggest TV news for 1952—the great G-E 25th Anniversary Values! More picture per dollar than ever before in TV history. Over and over in side-by-side comparisons — and in the toughest reception areas from Maine to California — *no other TV had the same standout record of performance — no other TV came through with a finer picture than G-E!* One record-breaking value is the new 20" G-E Consolette (featured) in genuine mahogany veneers. Compare G-E 25th Anniversary Values with anything on the market today. Your choice of the world's finest sets at prices starting as low as **\$219.95.***

General Electric Company, Electronics Park, Syracuse, N. Y.



**BLACK-DAYLITE
TELEVISION**

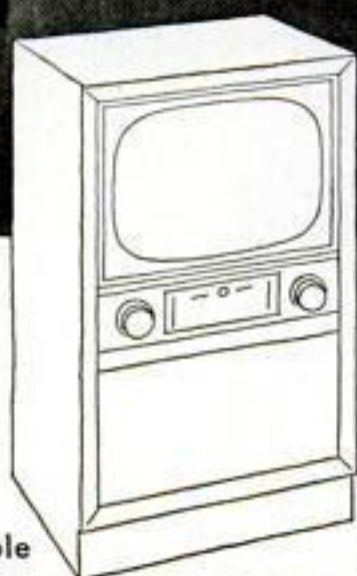
*Including Federal Excise Tax. Installation and picture tube protection plan extra.
Prices and terms subject to change without notice, slightly higher West and South.



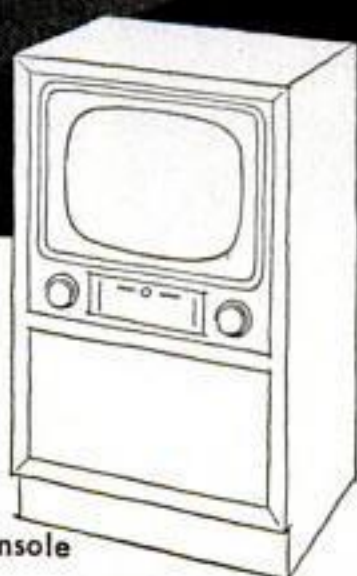
New G-E
20" Consolette \$299⁹⁵*



20-inch Console



17-inch Console



You can put your confidence in—
GENERAL  ELECTRIC



From raw material to *"Number, please?"*

This fiery snake, like its companion on the left, is on its way to bring you the operator's "Number, please?" or the humming invitation of the dial tone. It is red-hot copper at one stage of being drawn into telephone wire by Western Electric.

Besides wire and cable, we make telephones, switchboards and all sorts of telephone equipment—and have done so for 70 years since we became the manufacturing

and supply unit of the Bell System. This long experience, plus our close partnership with the Bell telephone companies and Bell Telephone Laboratories, enables us to produce whatever is needed in the most economical way.

Western Electric's purpose is to keep quality of equipment up and its cost down. This has helped you get the world's most dependable telephone service at the lowest possible cost.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882

This One



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Coffee perked in **PYREX** tastes better!

WARE®



Such a talented coffeepot! Your Pyrex Percolator perks perfect coffee every time . . . and that's not all! It's ideal, too, for heating and pouring soups . . . for serving iced tea

and lemonade . . . for cooking vegetables like corn, asparagus, or broccoli. Pyrex Ware carries no taste of one food to another! And these Pyrex Percolators are thrifty in price:

4-cup size **\$2.45**
6-cup size **\$2.95**
9-cup size **\$3.45**

★ If YOU'RE a coffee-lover (or married to one) . . . if the coffee at your house seems to turn out good today but bad tomorrow . . . then the Pyrex Percolator is for you!

There's no *guesswork* when you brew coffee in a Pyrex Percolator. You watch it perk till the color tells you the strength is *just right!* Your coffee tastes deliciously fresh every time! Pyrex Ware carries no trace of stale flavor or odor from one brew to the next.

You'll love to use your Pyrex Percolator. You'll be proud of its looks . . . its modern design! The handle is well-balanced . . . the grip fits your hand. And no other coffee-maker is so *easy* to wash *clean!*

See the Pyrex Percolators at the Pyrex Ware counter of your favorite department, hardware, or variety store today. There's a size for every family need . . . you can make as little as two cups in the 4-cup size or as many as nine in the largest size . . . and your coffee will be perfect *every time!*



A Beauty for Double Duty!

Bake deliciously, serve proudly . . . choose this Pyrex Ware covered casserole in gay red or sunny yellow. 2½-quart size \$2.25.
1½-quart size **\$1.95**



Saucepans you can see through!

Wide, flat bottom, lock-on cover. Remove handle for serving, or baking. 1-quart size \$1.95; 2-quart size \$2.45.
1½-quart size **\$2.25**

Be a better cook



**PYREX Color Ware
Oven-and-Table Set**

2½-quart bowl for main dish; four 12-ounce dishes for soup, or dessert. Useful! Beautiful! Red or yellow.

Complete set **\$2.95**



**PYREX Casserole
with Utility Cover**

Bakes perfectly—keeps food hot! Cover doubles as extra dish. 1½-quart size, 89¢; 2-quart size, \$1.00.

1-quart size **79¢**



**PYREX Flavor-Saver
Pie Plates**

High rim holds juice in. Oven stays clean. Bottom crust browns nicely. Note the handy handles! 10-inch size, 69¢.

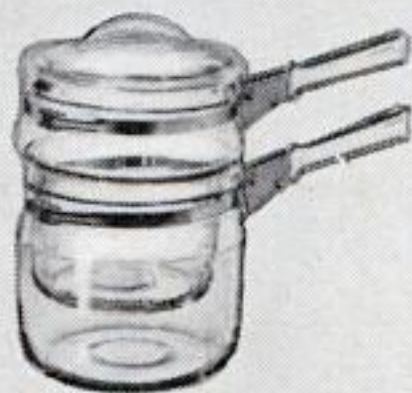
9-inch size **59¢**



**PYREX Color Ware Oven
and Refrigerator Set**

They stack to save space in storing. Clear covers to see through. Use dishes for baking, and serving, too.

Complete set **\$2.95**



PYREX Double Boiler

No boiling dry—you can see the water level! Ideal for frostings, sauces. Use top and bottom separately as saucepans.

1½-quart size **\$3.45**

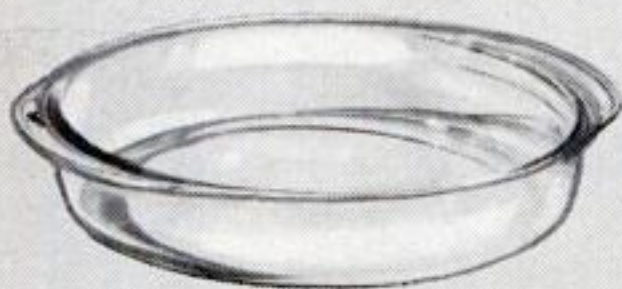
Be sure it's
PYREX
BRAND WARE ®
Look for "PYREX" in the glass



PYREX Measures

For hot or cold liquids. For making baby's formula. Easy for measuring and pouring—easy to clean. 1-cup size, 29¢; 1-quart size, 79¢.

1-pint size **59¢**



PYREX Round Cake Dish

Buy two for high, light layer cakes! Right size for prepared mixes. Browns so well! Perfect for biscuits, scalloped vegetables, too.

8-inch size **59¢**



PYREX Color Ware Hostess Set

For baking and serving! Food cooks so well—looks so good! 1½-quart covered casserole and four 7-ounce ramekins. Red or yellow, gift-boxed.

Complete set **\$2.95**



PYREX Custard Cups

Individual Pyrex Ware dishes come in four sizes . . . you'll want some of each! 6½-ounce size, 10¢; 9½-ounce size, 15¢; 15-ounce size, 19¢.

5-ounce size **10¢**



PYREX Utility Dish

For baking cakes, biscuits, baked apples, macaroni 'n cheese! Keeps food hot—a dream to clean. 2-quart size, 89¢; 3-quart size, \$1.00.

1-quart size **69¢**



PYREX Oven Roaster

Big enough to roast a 5-lb. chicken! Watch a bird or roast while it cooks to perfection! Use as two separate baking dishes, too.

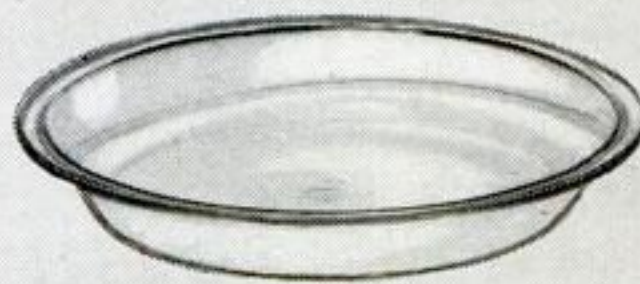
3-quart size **\$1.39**



PYREX Mixing Bowls

Rounded inside for easiest mixing by hand or electric mixer. Flat bases for steadiness. Three handy sizes for mixing, baking, and serving.

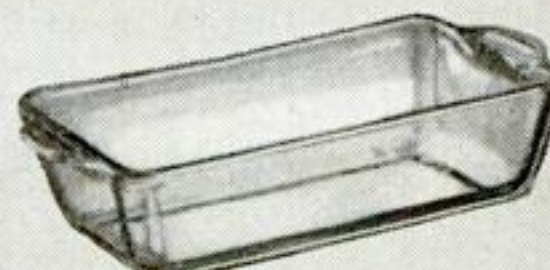
Nest of 3 **\$1.39**



PYREX Pie Plates

The best-loved pie plates of all. They bake so well; look so nice; wash clean! 6-inch size, 19¢; 9-inch size, 39¢; 10-inch size, 49¢.

8-inch size **29¢**



PYREX Loaf Pan

Just what you need for meat loaf, nut bread, baked beans! The handles are a blessing! Foods never taste of the pan! 10½-inch size, 89¢.

9-inch size **69¢**

PYREX WARE—A PRODUCT OF CORNING GLASS WORKS

Visit the Glass Center—Library, Museum, Glass-making—Corning, N. Y. Open daily Except Monday.



*If it's Pyrex Ware
the trade mark is on it*

with PYREX Ware

"PYREX" is a registered trade-mark in the U. S. of Corning Glass Works, Corning, N. Y.

New green toothpaste with miracle chlorophyll

NATURE'S
GREATEST
PURIFIER

GIVES
YOU A

Clean Fresh Mouth All Day Long!

NOW—a new miracle toothpaste! It contains chlorophyll*, nature's greatest purifier. It destroys mouth odor instantly—and not for just minutes, but all day long. It fights tooth decay and common gum troubles.

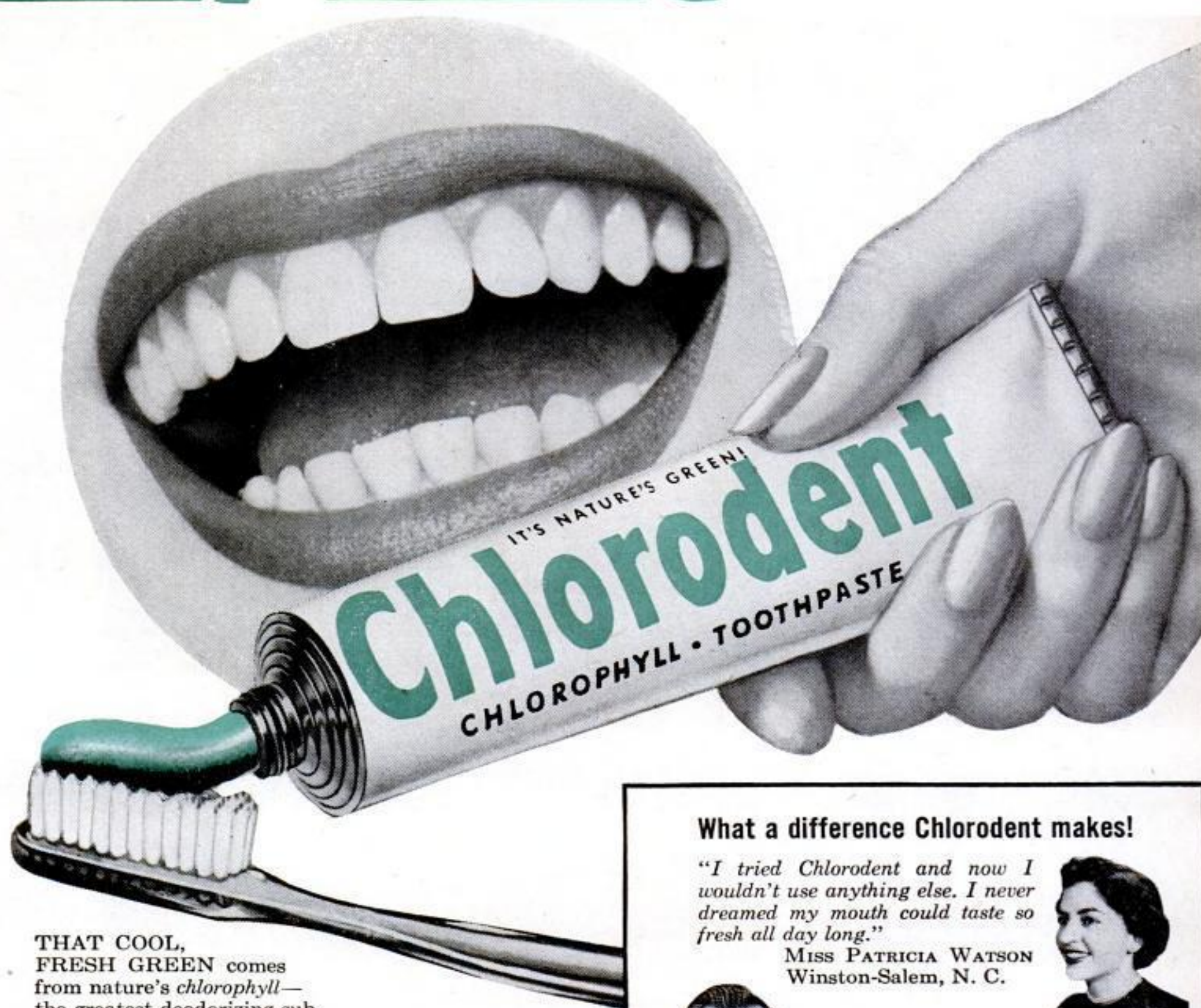
This new green toothpaste is called Chlorodent. It was used in hundreds of tests by a leading independent research organization. The tests were made on men and women afflicted with bad breath. When they brushed their teeth with Chlorodent—

- their mouth odor disappeared instantly!
- two hours later, their breath was still clean and fresh in 98% of the cases!
- four hours later (at the end of the tests), 74% were still free of mouth odor!

Chlorodent doesn't just cover up mouth odor, but *destroys* it. By using Chlorodent regularly—preferably after meals—you can be free of mouth odor all day long!

Chlorodent was perfected after four years of dental research. Try it. See why Chlorodent is winning friends *faster than any other toothpaste in America!*

*Water-soluble chlorophyllins



THAT COOL,
FRESH GREEN comes
from nature's chlorophyll—
the greatest deodorizing sub-
stance ever discovered!

What a difference Chlorodent makes!

"I tried Chlorodent and now I wouldn't use anything else. I never dreamed my mouth could taste so fresh all day long."

MISS PATRICIA WATSON
Winston-Salem, N. C.



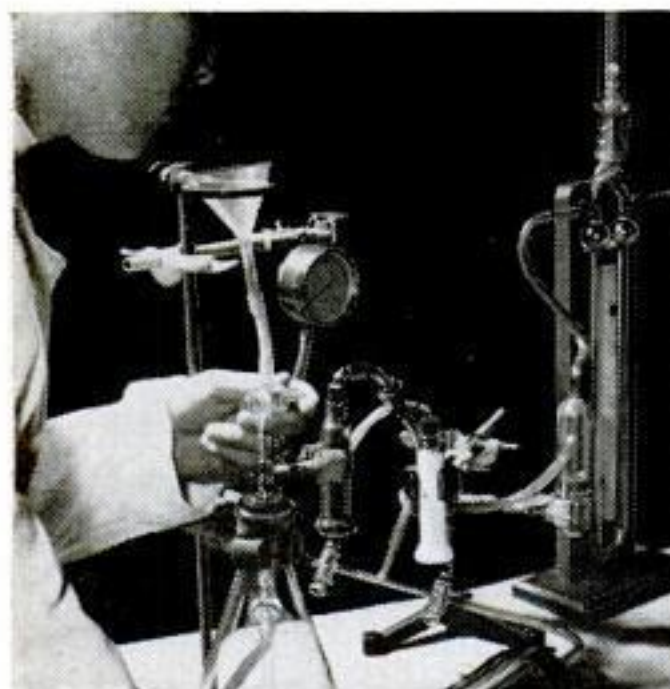
"I found Chlorodent the answer to tobacco breath. It makes my mouth feel so clean that I'm sure my breath is not offensive."

ALFRED W. TREFRY, JR.
Portland, Maine

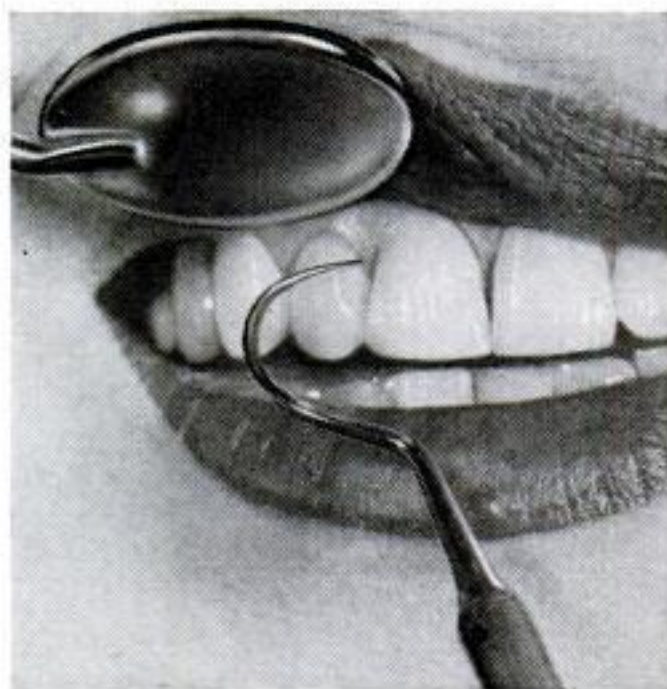


"It's wonderful to know the children are getting protection from tooth decay. My dentist told me how good chlorophyll is."

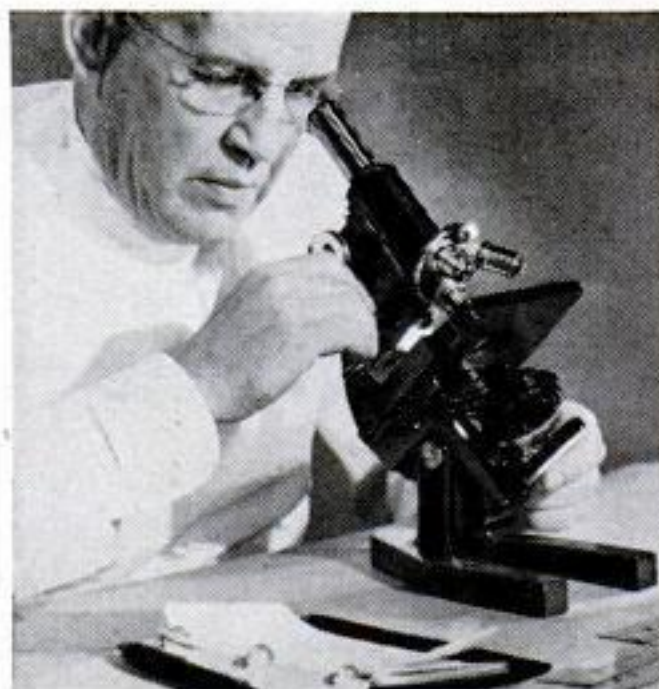
MRS. M. W. WELBORN
Winston-Salem, N. C.



Mouth odor is measured by scientific osmometer. It proved that Chlorodent stops mouth odor far longer than ordinary toothpaste.



Gum troubles cause half of all tooth losses, it has been estimated. Chlorodent promotes the growth of firm, healthy-pink tissue!



Tooth decay has been traced to mouth acids caused by bacteria. Chlorodent helps combat the bacteria . . . and reduces the acids!

Chlorodent

THE NEW GREEN TOOTHPASTE

Made by the makers of Pepsodent

AMAZING OFFER To Readers of Life Magazine

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THE WORKS OF Kipling



THIS volume is actually EIGHT books in one. It contains one complete novel and other exciting stories, 74 great ballads and verses that all the world knows and loves—including the incomparable GUNGA DIN! Kipling is but one of TWENTY-FIVE equally great books which can NOW be yours—AT AN AMAZINGLY LOW PRICE. Start your set TODAY.

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Picture these magnificent books in your own home. Your family will deeply enjoy reading them. Your friends will admire them and envy you for possessing them. Your children will gain an undeniable advantage by having them always at hand. You can't afford to miss this opportunity. You'd never forgive yourself if you did. Take advantage at once of the FREE EXAMINATION OFFER described below.

Here are the most celebrated authors in all the world. Twenty-five handsome volumes that bring into your home—in bindings of incomparable richness—the most fascinating, thrilling reading ever known. And the partial contents that follow can give you only an inkling of the treasures these books hold!

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2. **HUGO.** The master of French literature, 36 Complete Works, including *Hunchback of Notre Dame*, *A Woman of the Streets*, etc.
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DON'T PUT IT OFF AND LOSE
OUT ON THIS OPPORTUNITY!

"I never let **HEADACHE** interfere"



says **GLENN DAVIS**

Star Halfback
of the Los Angeles
Rams



BROMO-SELTZER

does more for you
-it's faster, too!

COMPARE

	BROMO-SELTZER	ANY OTHER HEADACHE PRODUCT
1. RELIEVES HEADACHE PAIN FAST	YES	
2. SOOTHES YOUR UPSET STOMACH	YES	
3. CALMS YOUR EDGY NERVES	YES	

Bromo-Seltzer and only Bromo-Seltzer is ready instantly to fight headache all three ways. For best results, use cold water. Follow the label, avoid excessive use. Keep ahead of headache. Keep Bromo-Seltzer handy.



Millions believe in **BROMO-SELTZER**

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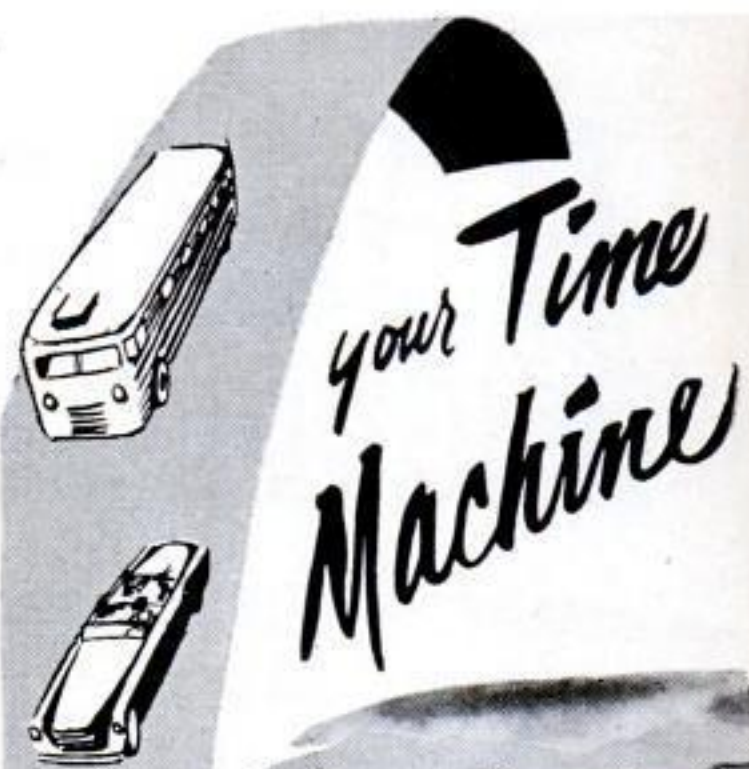
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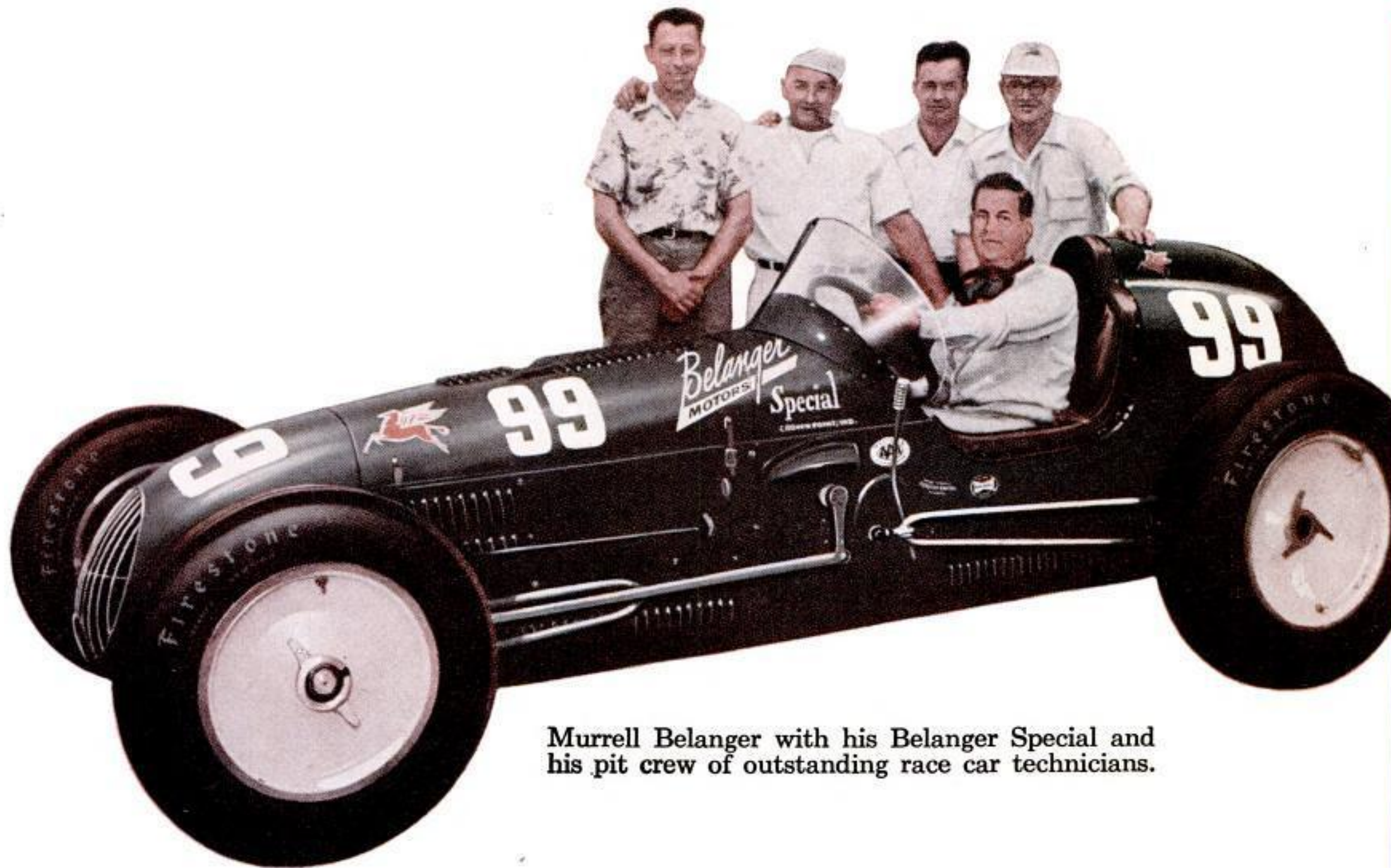


The modern automobile and highway is your "time machine" back four centuries when you head toward the Land of Enchantment! Hop aboard for New Mexico — the land where the Indian still lives — and maintains his own rituals and traditions — the land of storied Pueblos and ancient Indian Cliff Dwellings — the land of old Missions such as San Miguel de Santa Fe, oldest in the United States, which were built by intrepid Padres who followed the Spanish Conquistadores into The Land of Enchantment . . . !



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New Mexico
...the place to go!
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(A division of the Highway Dept.)

Belanger 99...1951's "Winningest" Car Used Champions Exclusively!



Murrell Belanger with his Belanger Special and his pit crew of outstanding race car technicians.



Owner of 1951's "winningest" car, Mr. Murrell Belanger.



Lee Wallard, winner of the 1951 Indianapolis Race at the record breaking speed of 126.244 m.p.h. average.



Tony Bettenhausen, 1951 AAA Champion Race Driver, with eight wins and two seconds out of fifteen championship events.

Murrell Belanger, owner of the most sensational racing car in decades, the "Baby Belanger No. 99 Special" pays this glowing tribute to Champion Spark Plugs:

"When Lee Wallard won the 1951 Indianapolis 500-mile race at the record breaking speed of 126.244 miles per hour average, it was the first time in the history of the race that it had ever been run under four hours. That's a terrific test of the car, engine, tires, brakes and spark plugs! After Wallard's unfortunate injury, alert Tony Bettenhausen took over. He drove this car in a sensational manner, winning eight of the remaining races and bringing the total for the Belanger Special to nine wins out of the fifteen AAA National Championship events. Never before has one car won so many events in a single season. Tony, my head mechanic and myself really know from experience the meaning of that word, dependability. It's a synonym for Champion Spark Plugs. I can tell you as the owner of 1951's 'winningest' car that the winning ways of Champion Spark Plugs are no mere happenstance—they're built to live up to their name, and they do. In my book there's only one spark plug and its name is Champion."

Murrell Belanger

FOLLOW THE EXPERTS

DEMAND CHAMPION SPARK PLUGS FOR YOUR CAR

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO





LONG-WEARING NON-SKID TREAD . . .
SAFTI-LOCKED GUM-DIPPED CORD BODY

Lifetime Guarantee

**Buy
Now!**

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

NOW AT NEW LOW PRICES Firestone Champion Tires

HERE'S THE BEST NEWS for car owners since before the war! Just imagine . . . with prices of most commodities still going up, Firestone announces new low prices on famous-for-value Firestone Champion Tires!

Now that Government tire restrictions have been relaxed, volume production is again possible, resulting in greater economies. This enables Firestone to provide the car owners of America with tires at new low prices . . . tires that are built with the same patented and exclusive construction features which have made Firestone Tires

the world-wide choice of all who want the utmost in quality, in safety and in long, dependable, trouble-free mileage. No longer is there any necessity to compromise . . . no longer is there any need to accept anything less than Firestone quality, now that you can buy Firestone Tires at such low prices.

See for yourself how Firestone is challenging the high cost of living. Go to your nearby Firestone Dealer or Store and equip your car with a set of new Firestone Champions, the quality tire for savings-minded car owners!

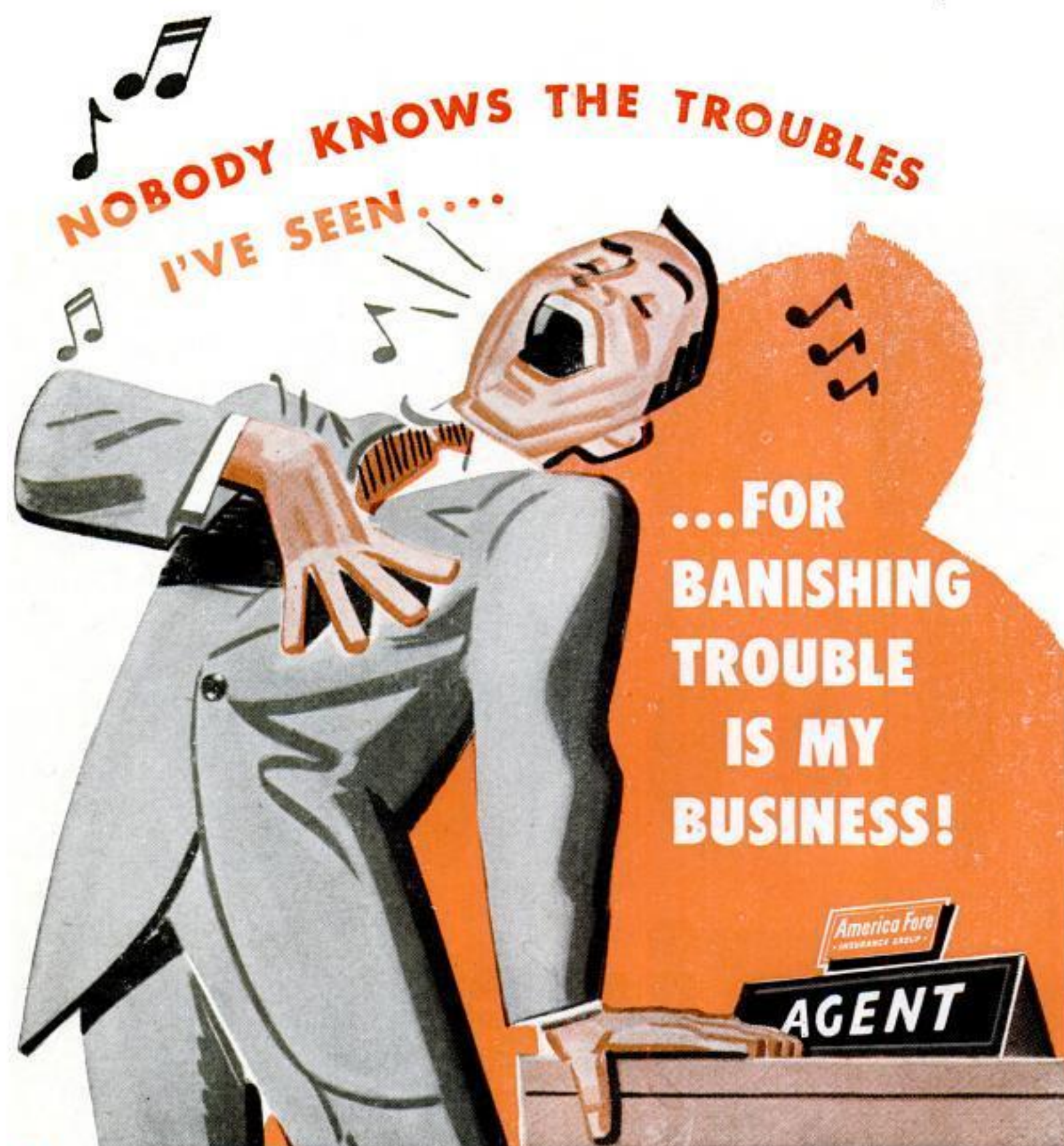
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ALLOWANCE FOR YOUR OLD TIRES
WILL MAKE THE DOWN PAYMENT



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INSURANCE COMPANIES OF NEW YORK

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America Fore
INSURANCE GROUP

LETTERS TO THE EDITORS

THE MASTER IMPOSTOR

Sirs:

... A good many dreams are met with the adventures of Ferdinand Waldo Demara Jr. ("The Master Impostor: An Incredible Tale," LIFE, Jan. 28), and surely our democratic approach to education ought to provide a place for him. He may be the first human to conquer Mount Everest or the first physician to really heal cancer!

Don't bind him by the ordinary limitations of our society. I would confer upon him any degree for which he could qualify by examination.

THE REVEREND ELMO PASCALE
Calvary Baptist Church
Union City, N.J.

Sirs:

Our public admiration of those who can lie, cheat, steal—and get by with it—is an obvious sign of a decadent America. When will we awaken to our individual responsibilities?

ALICE W. SPIKER
Auburn, W. Va.

Sirs:

He has done more good in a few years as a phony than a hundred "real McCoy's" do in a lifetime.

ELEANOR NEARING
Milford, Pa.

Sirs:

How can LIFE believe the preposterous tale that Demara successfully removed a lung? No witness—only the statement of the century's greatest liar that he himself did it! He could not have learned how by reading an article on the late king's operation and he could not possibly have done it without some assistance. If there was any operation at all, probably all that was done was to remove a large blood clot from the chest cavity which Demara, in his ignorance, could not distinguish from lung tissue.

EVARTS A. GRAHAM, M.D.
Emeritus Professor of Surgery
Washington University
Medical School
St. Louis, Mo.

Sirs:

Imagine my surprise when I saw my old shipmate as "The Master Impostor." I remember the day at a naval camp near Norfolk, when we were ordered to leave for the Pacific and our first invasion. Demara did not answer muster. ... Most of us were very angry and did not regret his possible punishment as a deserter.

Your story answers the thoughts of most of the men who questioned whether Demara was all that he said

he was. But there is no denying that he was interesting, that he was always helpful and that he was capable and talented in many ways. ...

SAMUEL A. CULOTTA
Baltimore, Md.

Sirs:

I am an ex-pupil from his psychology class at St. Martin's College. ... I can also attest that he possessed great skill as a physician. He prescribed treatment for a friend on two occasions. Both times the cure worked!

GERARD A. JOHNSON
Port Angeles, Wash.

Sirs:

The brothers at this seminary, which Demara entered, read your recent article with great interest.

In that chapter of his life with which I am familiar there are a few inaccuracies which I can point out. I am convinced that he never attended a Chicago convention as a member of our order. Thus he could not have crossed the path of the true Dr. Hamann in the circumstances he describes. Moreover the majority of the brothers here are not former farm boys as he contends but city-bred individuals who first experienced farm life at our community farm after joining the order.

It is true that we considered Demara's coming a "windfall," yet he never felt himself completely secure while with us. We notice now as we cast a retrospective glance that he was suspicious and restive whenever we referred to his past life. He would prod us with questions lest we suspect him. Now we know the entire story, but then it merely intrigued us.

Demara does have a compelling personality and the brothers found him entertaining and sympathetic, but they were far from subscribing to everything he said. All in all, our vivid recollection is that of a brilliant, friendly but deceitful chap.

BROTHER ROBERT FRANCOEUR, F.I.C.
Brothers of Christian Instruction
Alfred, Maine

HONORS TO DE LATTRE

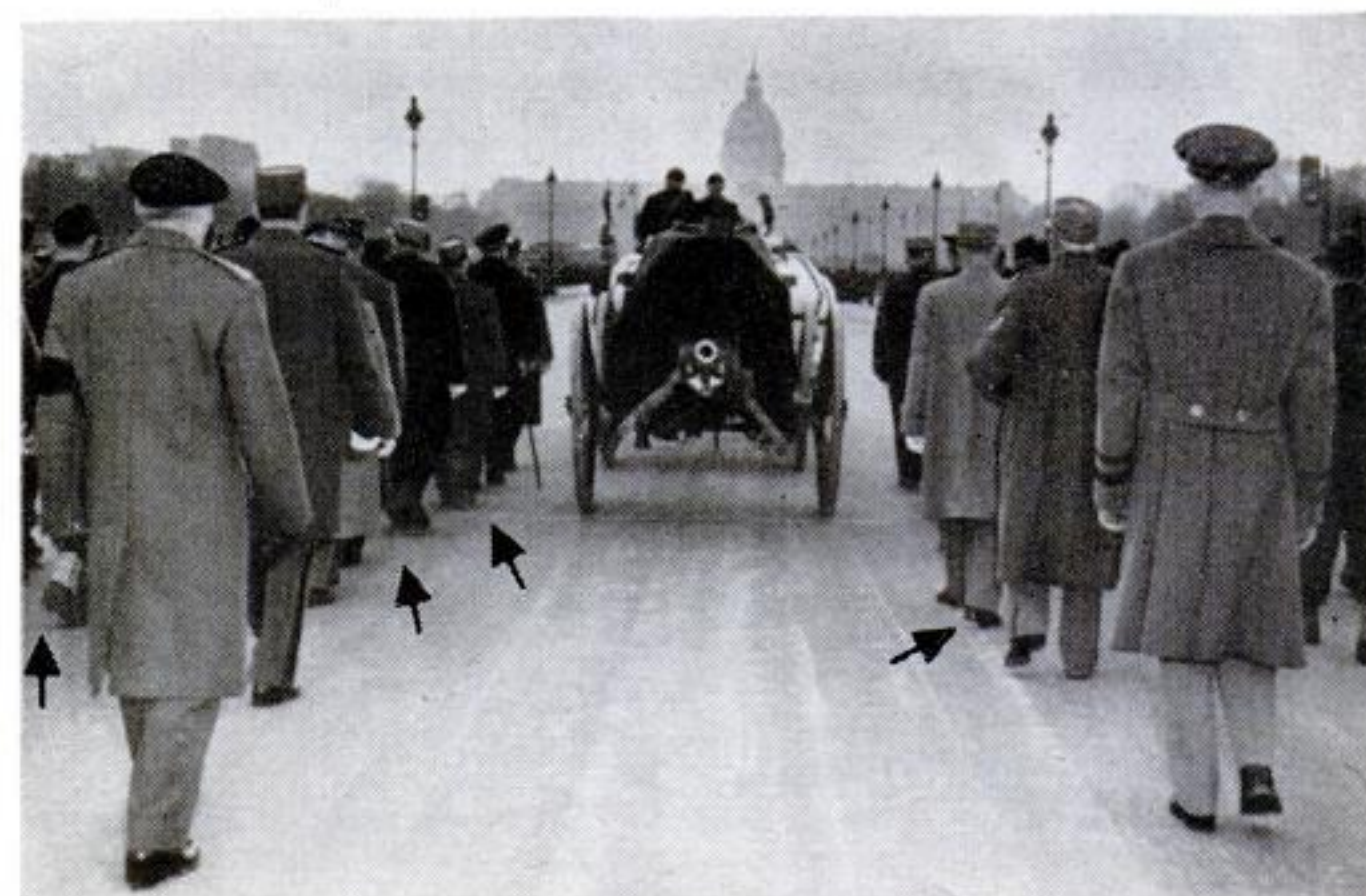
Sirs:

Sound off! Can it be that the Great Ike, military and political leader pictured in "Destiny Is Too Hard" (LIFE, Jan. 28), is at long last caught out of step by the camera? Or are they all out but Ike in the military procession?

NOEL P. LAIRD
Lancaster, Pa.

● Eisenhower is in step with at least four other marchers (arrows below), not with Montgomery (left).—ED.

CONTINUED ON PAGE 15





MADE TO ORDER... *for You!*

Draw up a chair . . . relax . . . in a setting made-to-order . . . and made complete by A&P Coffee at your side.

For A&P Coffee, unlike most coffees, is blended for you, with your individual taste in mind. Obviously, no single blend can please everyone, that's why A&P Coffee offers you not one but *three* distinct blends (the only leading coffee that does!). One of these superb A&P blends will suit your taste exactly. When you buy—each pound is "Custom Ground" to your order, exactly right for the way you make coffee. The payoff for this important extra is more flavor . . . better flavor!

Does this "personalized" coffee cost more? Chances are you'll save money when you change to A&P Coffee. Most people do!

A&P COFFEE
The coffee of magnificent flavor



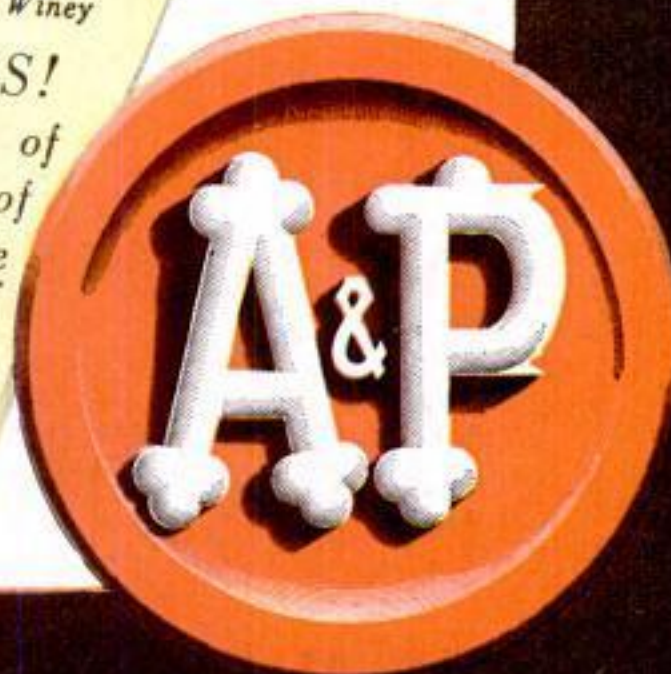
Mild and Mellow

Rich and Full-Bodied

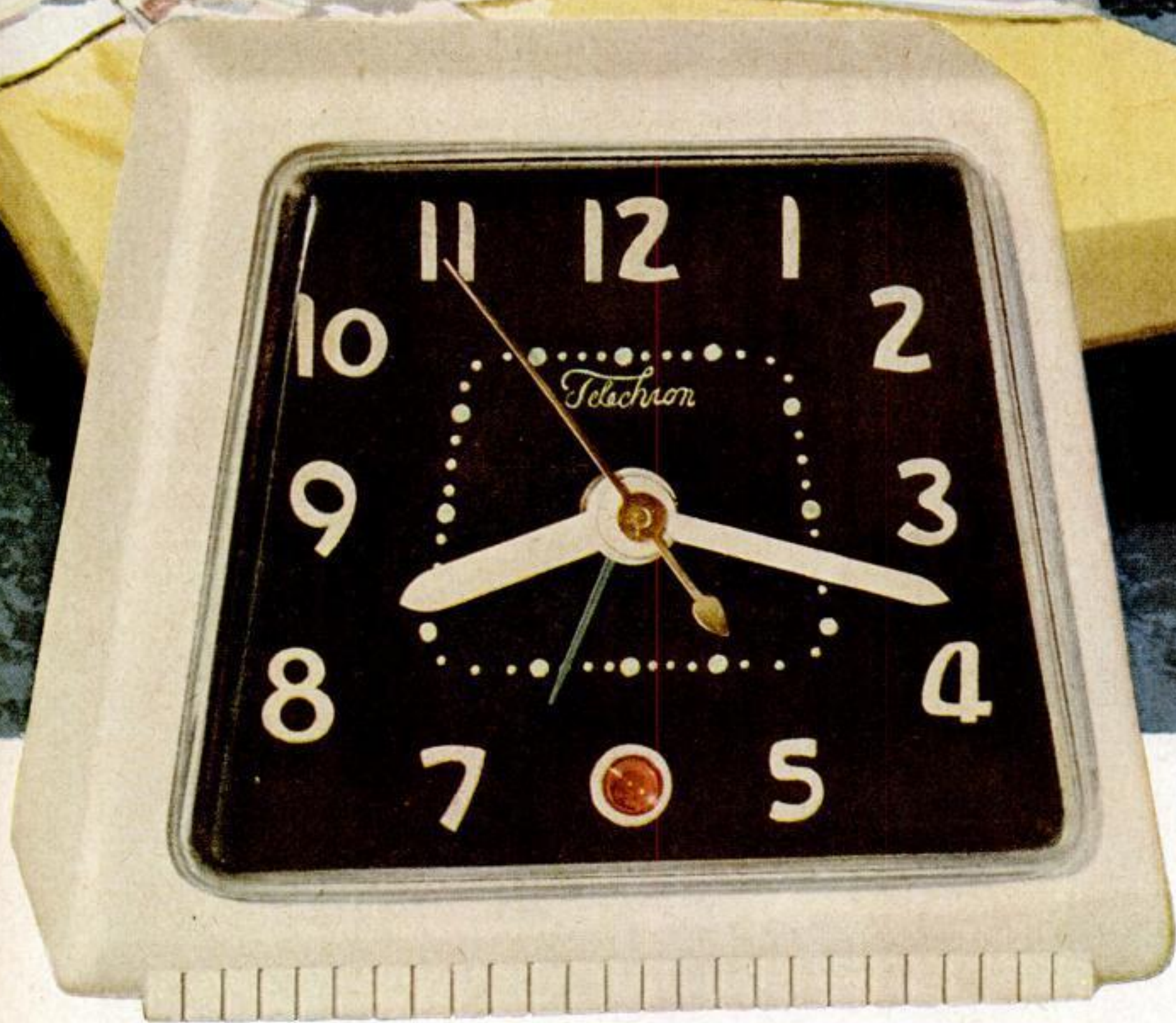
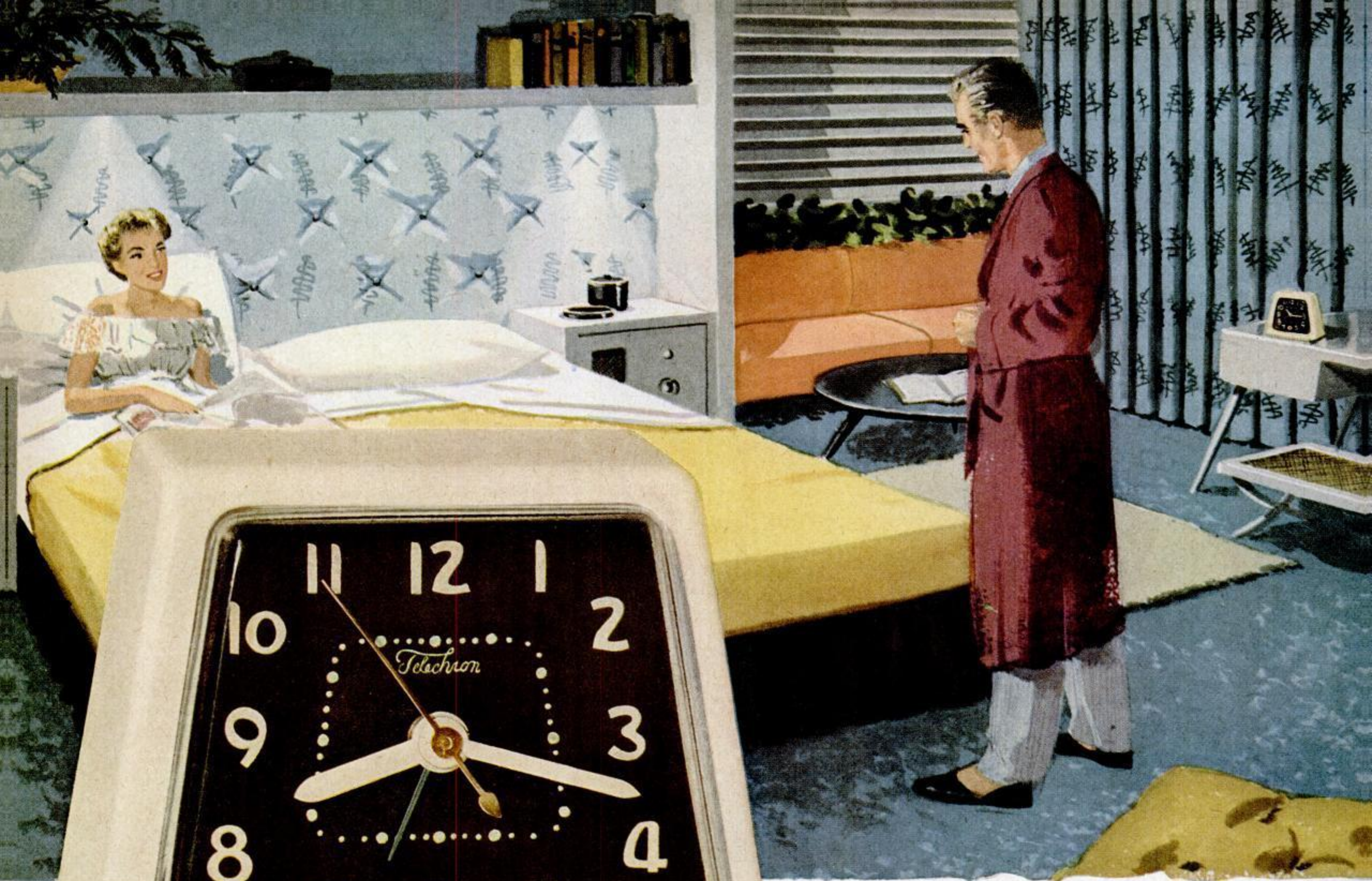
Vigorous and Winery

CONSTANT SAVINGS!

When you compare the price of thrifty A&P Coffee with others of like quality, you'll know that's one reason more folks drink superb A&P Coffee than any other. It's the consistently big coffee value!



AT ALL A&P FOOD STORES



NO MORE WONDERING IF ALARM IS SET!

No more worrying, or getting up to see! ALADDIN'S "magic lamp" glows red, tells you the alarm is set. Another new, convenient Telechron electric clock—one of 26 beautiful models, for every room in your home! **6⁹⁵***

* PRICES PLUS TAX. PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE. TELECHRON IS A TRADEMARK FOR PRODUCTS OF TELECHRON DEPT., GENERAL ELECTRIC CO., ASHLAND, MASS.

New! Light glows when this *Telechron*[®] alarm is set! ELECTRIC CLOCK



NEW! AUTOMATIC ALARM!

NOCTURNE. Now with wonderful new automatic alarm that rings every 24 hours! No need to reset every night. Brown or ivory color case. Telechron electric clocks need **7⁹⁵*** no winding, oiling, regulating.



KITCHEN COLOR BEAUTY!

JUBILEE. The right, bright note for your kitchen. In red, white, ivory, or yellow. Jubilee, as every Telechron electric clock, carries a full-year written warranty—gives you timing that's right! Priced at only **4⁹⁵***

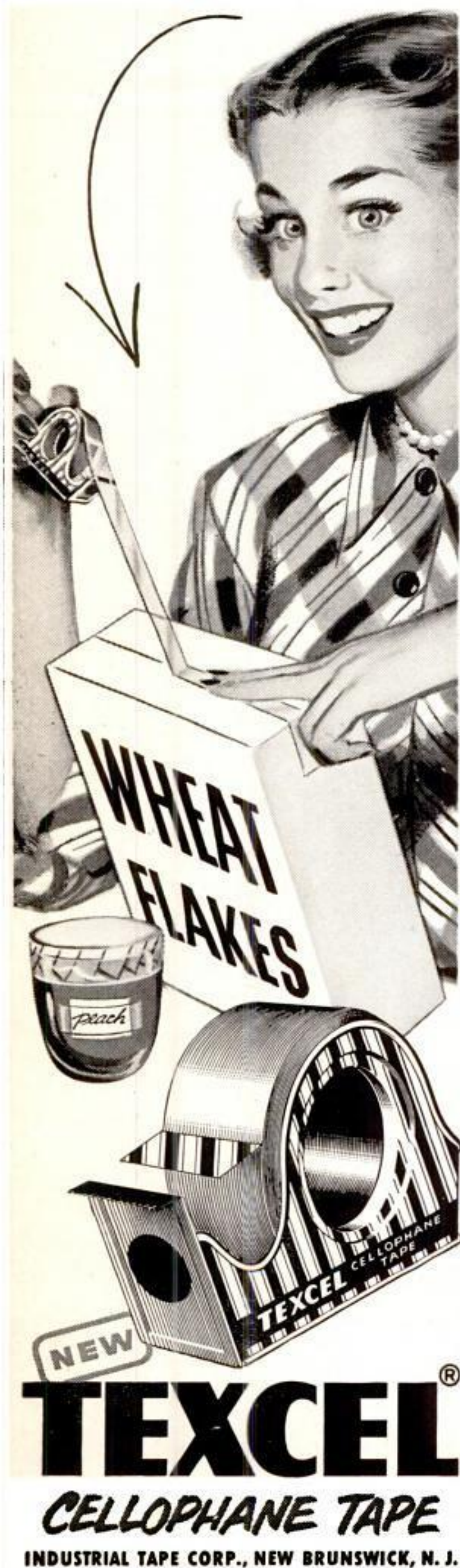


NEAT, NICE—LOW PRICE!

LITTLE TEL. You get so much for your money in this popular electric alarm. Classic design, brown or ivory color case, clear dial, years of dependable performance. All for only **4⁹⁵***

Brand New TEXCEL Cellophane Tape

**Tightest-sticking
tape ever**



LETTERS TO THE EDITORS

— CONTINUED —

SKATERS AND BARRELS

Sirs:

Your pictures of ice skaters ("A Row of Barrels Make Some Good Skaters Look Awkward," LIFE, Jan. 28) lead me to believe that your editorial staff needs stronger glasses—or has forgotten Webster's definition of "skimming."

It seems to me that André Marceau is using barrel No. 9 as a stepping-stone. At least he has put quite a dent in it.

GENE DE BLASIO

Canonsburg, Pa.



• Marceau began his leap in a skim, ended it in a scramble (above).—ED.

THE EVERGLADES

Sirs:

The 13 pages on "The Everglades" (LIFE, Jan. 28) have left me a little breathless and almost speechless. It is quite the finest pictorial treatment of any national park that has ever appeared, in my opinion. To obtain those extraordinary photographs required an artist who possessed almost infinite patience. . . .

CONRAD L. WIRTH
Director
National Park Service

U.S. Dept. of Interior
Washington, D.C.

Sirs:

Those of us who know the difficulties under which he worked are especially delighted with Alfred Eisenstaedt's magnificent pictures of wildlife. His coverage is a beautiful piece of craftsmanship.

NED AITCHISON
City Editor

The Miami Herald
Miami, Fla.

Sirs:

Your pictures will serve a most useful purpose in acquainting Americans with the unique wildlife of that fascinating region. Too many tourists

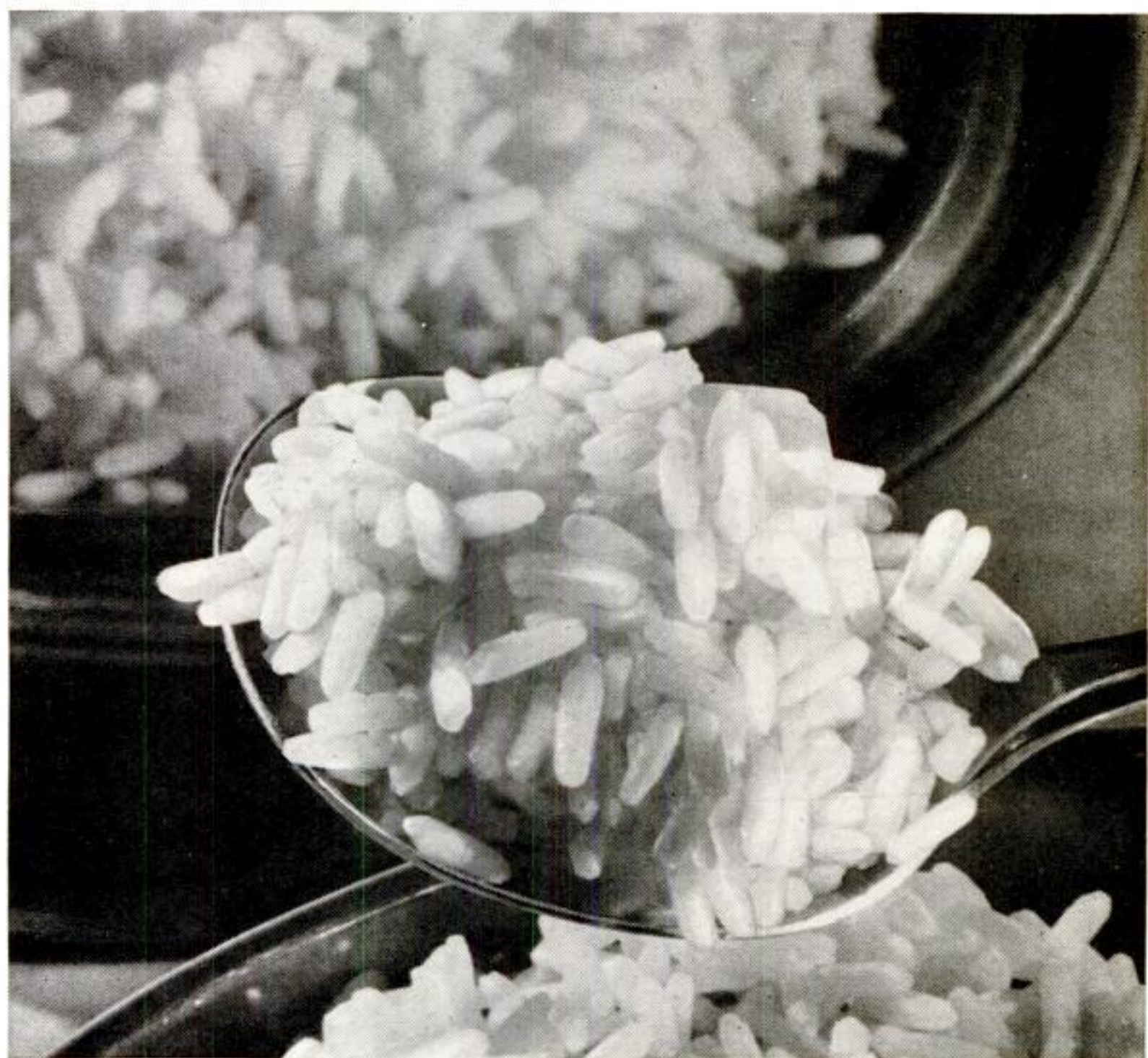
CONTINUED ON PAGE 18

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Subscription Service: J. E. King, Gen'l Mgr. Address all subscription correspondence to: LIFE, 540 N. Michigan Ave., Chicago 11, Illinois.

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Can you
imagine it?
Rice that stays fluffy
even in the refrigerator!



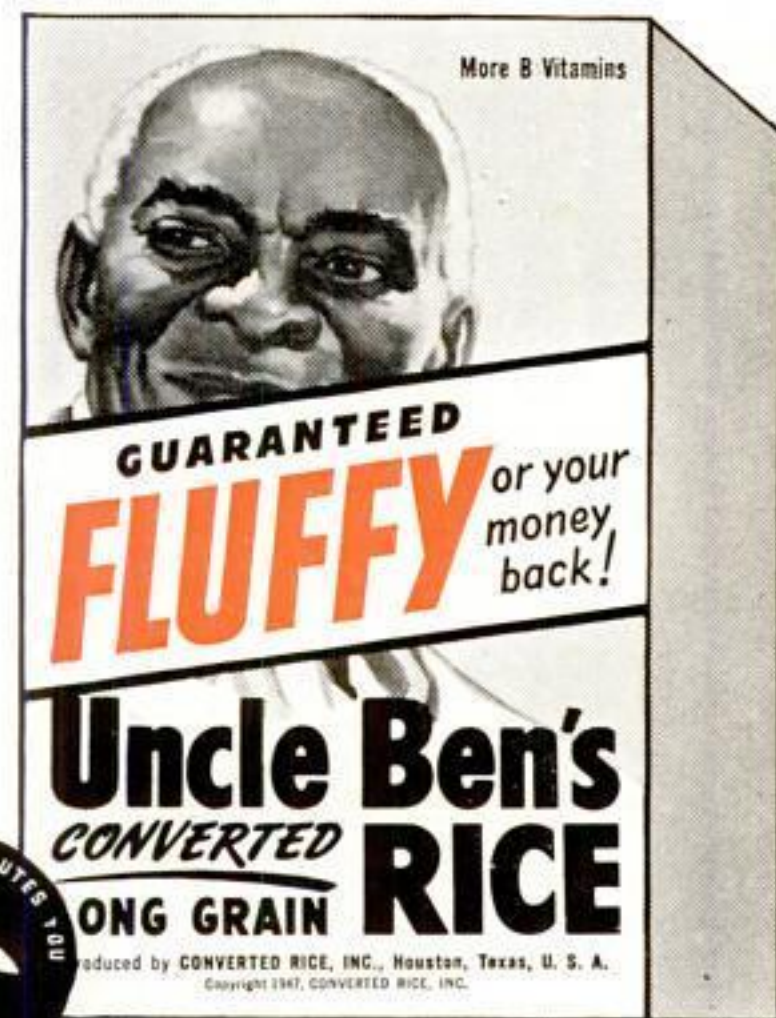
This is the nutritious rice you've been reading about

Maybe you're already using Uncle Ben's. Good! Isn't it satisfying to know that this rice which cooks up so white and fluffy—even reheats fluffy—also retains its natural B vitamins and flavor. Simple to prepare and so economical, too. One cup of Uncle Ben's cooks up into four cups of fluffy, nutritious rice. Uncle Ben's—the guaranteed fluffy rice!

A special vacuum-pressure process, exclusive with Uncle Ben's, drives B vitamins (ordinarily lost in milling) deep into the grain, makes this rice the easiest to cook, makes it turn out fluffier every time.

"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc.

CONVERTED RICE, INC.,
Houston, Texas



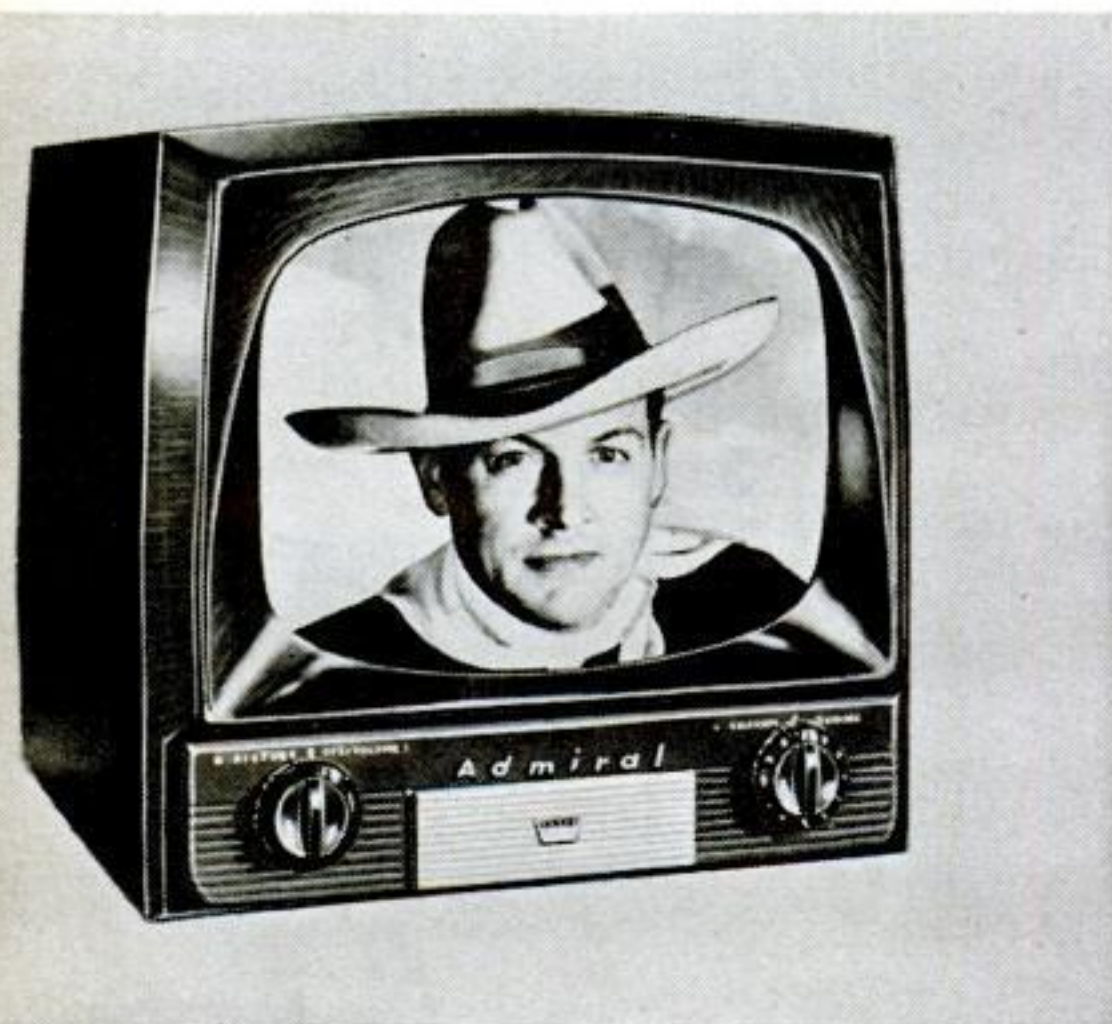
© 1951, Converted Rice, Inc.

Uncle Ben's **CONVERTED**
LONG GRAIN
RICE

First time ever!

TV WITH RADIO

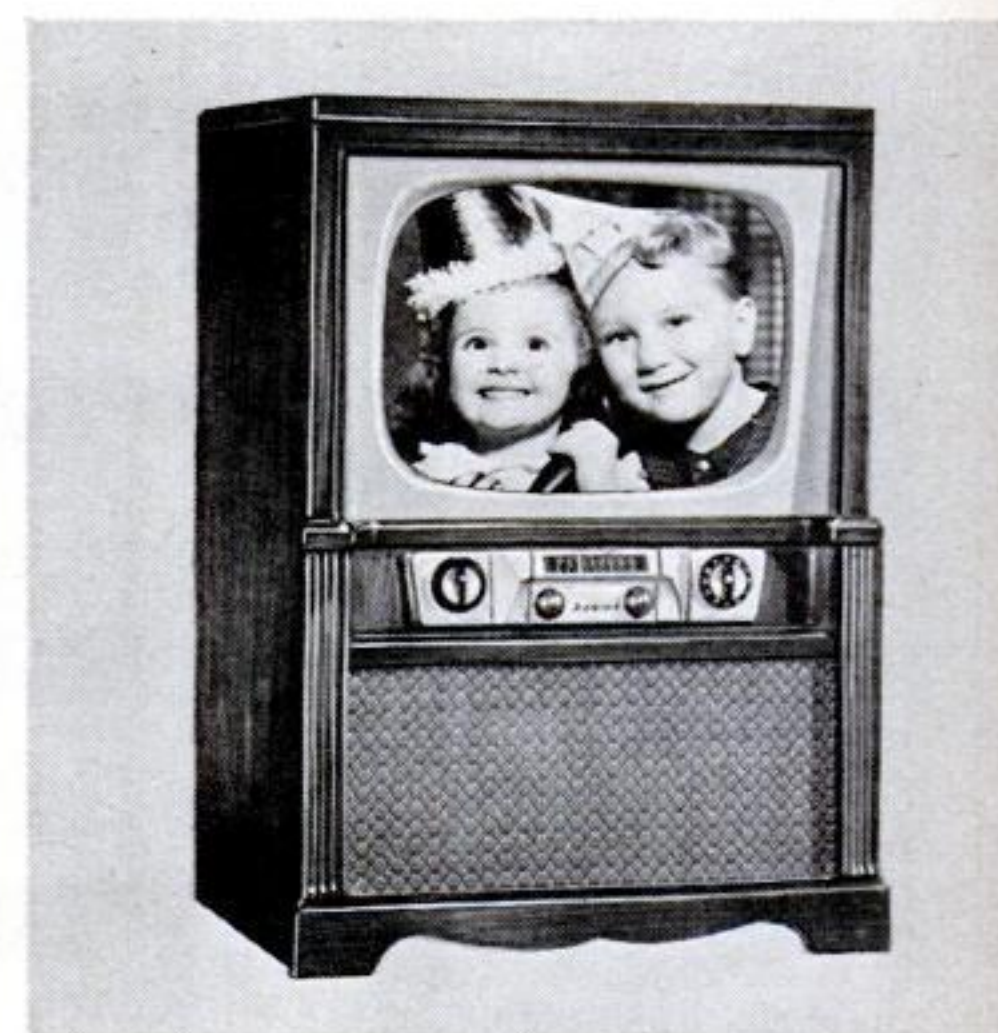
at No Extra Cost!



17" Model 17K21 table TV in smart ebony plastic cabinet. One knob tuning. Built-in Roto-Scope antenna. Greatest value in TV. **\$189⁹⁵**

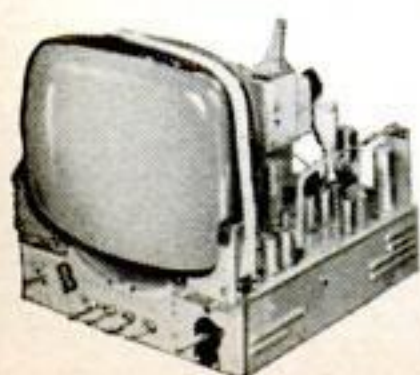


17" Model 47M15—Stunning TV console with built-in radio and phono-socket. Walnut, mahogany or blonde. In walnut... **\$299⁹⁵**



21" Model 421M15—Smart, period styled walnut or mahogany TV console with built-in radio and phono-socket. In walnut **\$399⁹⁵**

TRIPLE X CHASSIS REVOLUTIONIZES TV PERFORMANCE!



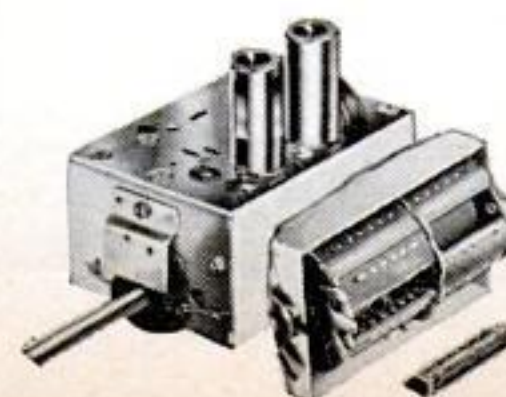
Engineered to outperform any set, *anywhere, any time!* Sensational Cascode amplifier performs as though station power had been increased up to 400%. Gives amazing fringe area reception. No need for outside antenna in most metropolitan areas.

NO ROOM TOO SMALL FOR BIGGEST PICTURES



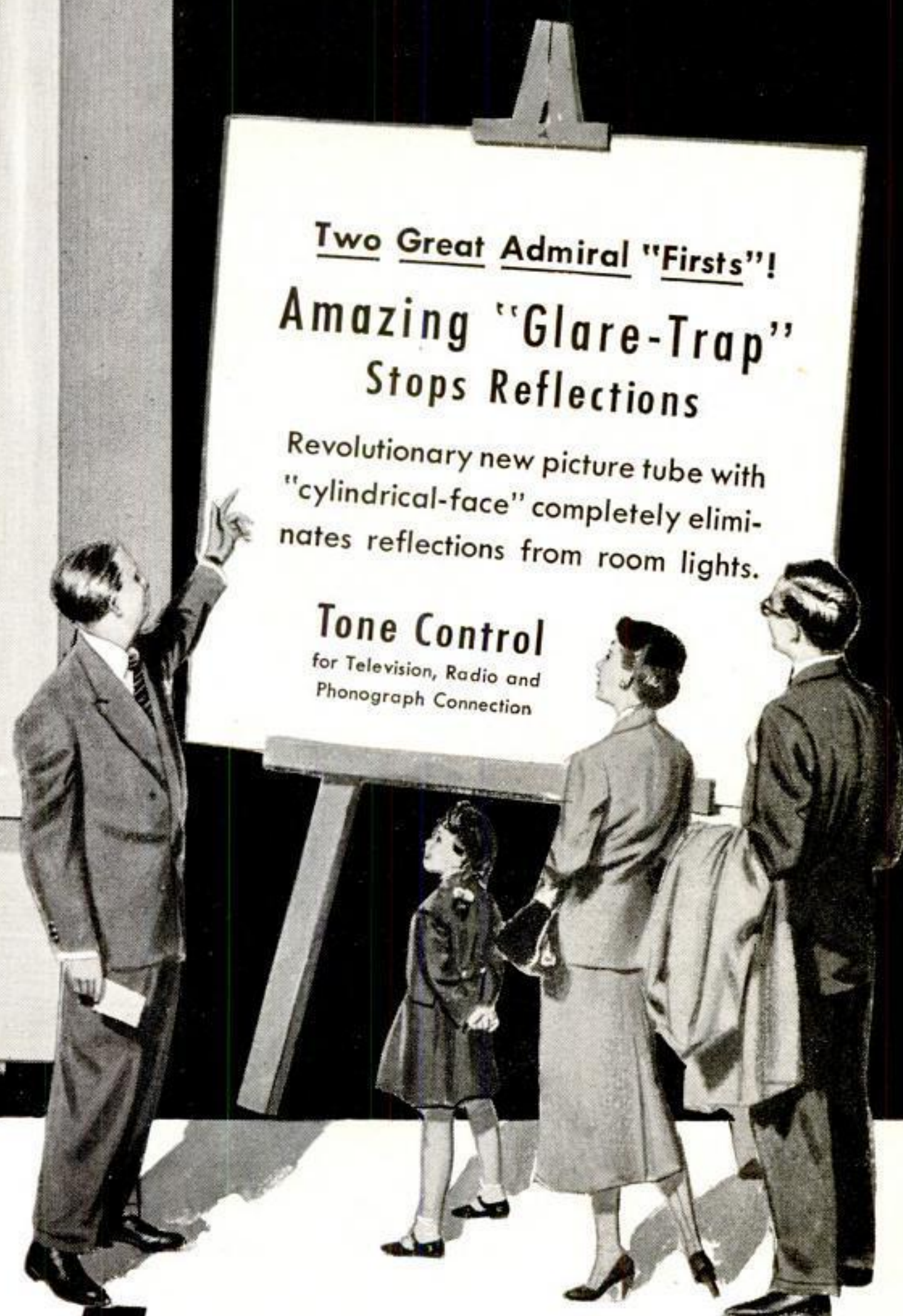
With Admiral TV you can sit as close as you please... the real test of picture performance... and enjoy the sharpest, brightest, clearest pictures in television. Any room big enough for a 9 x 12 rug is big enough for Admiral's biggest television pictures.

READY FOR UHF STATIONS—NO CONVERTER NEEDED



All Admiral TV sets are equipped with Admiral's famous built-in Turret Tuner. Provides for all present stations as well as coming new UHF stations by means of readily interchanged tuning strips. No unsightly outside converter needed with an Admiral!

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Admiral

17" or 21" Television

Now... *Television Plus Built-in Radio... Both in a Compact TV Cabinet... Both for the Cost of TV Alone!*

It's another sensational first from Admiral! Big picture television... in striking new 1952 table models and consoles... with Dynamagic radio built right into the TV chassis.

And what a radio! Never before such outstanding performance... achieved in large measure by "sharing" circuits and precision engineered components of Admiral's famous Triple-X television chassis.

Think of it! TV plus a complete radio that brings in *all* standard broadcasts... both in a *compact* cab-

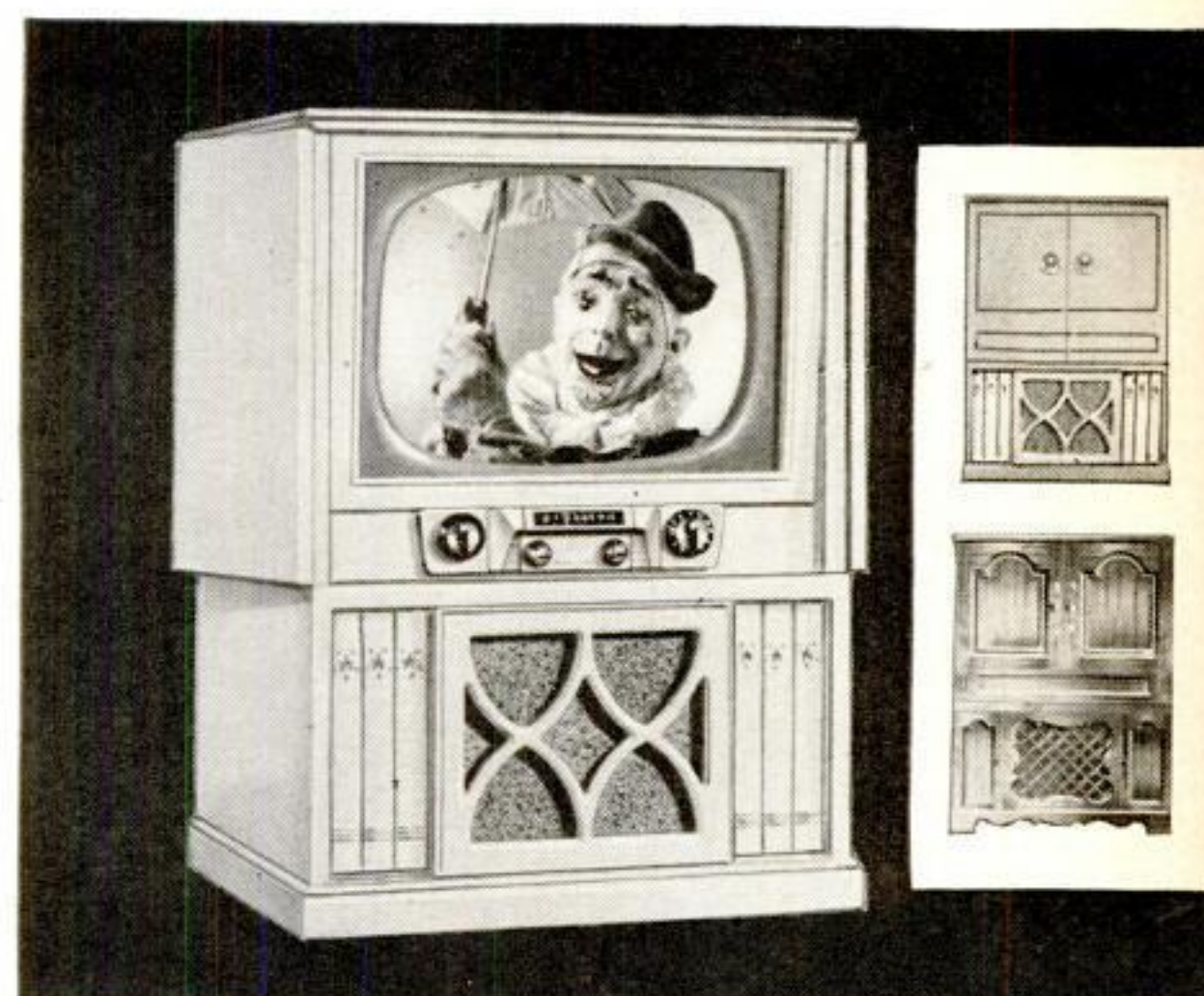
inet no larger than one designed for a television set alone.

Think of it! Admiral TV plus Dynamagic radio for no more than other nationally advertised sets with TV alone. Ingenious "sharing" of circuits and components have made possible amazing economies.

See the new 1952 Admirals at your dealer now! Compare! Prove to your own satisfaction... as over 2,000,000 owners have already done... that Admiral gives you the greatest values in television.

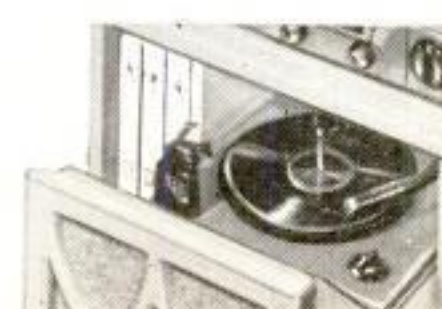
All prices slightly higher south and west. Subject to change without notice. One year picture warranty included—Federal tax extra.

On TV—"Lights Out," Mon., 9 PM, EST on NBC—**On RADIO—"World News"** Sun., 5:30 PM, EST on CBS



21" Model 321M25—TV, radio and triple-play phono in modern walnut, mahogany or blonde cabinet. Also French Provincial. In walnut \$499⁹⁵

TRIPLE-PLAY PHONOGRAPH PLAYS ALL RECORDS



Plays up to 5 hours of recorded music with one loading. Completely automatic... so simple, so foolproof any child can operate it. Plays all records (33 $\frac{1}{3}$, 45, 78 rpm)... all sizes. Miracle tone arm will amaze you with its high fidelity tone reproduction.

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For the choice of a lifetime...

make it the diamond ring
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Show her how much you care, by insisting on a diamond ring marked *Artcarved*. Over 100 years of undisputed style and quality leadership stand behind the *Artcarved* ring you select. *Artcarved* diamonds are new diamonds—never before worn. Each one brings you finer value at less cost because... 1. It is cut to standards established in *Artcarved's* own cutting plant in Amsterdam, then selected and mounted in rings made by *Artcarved's* own craftsmen. 2. Each one is registered and guaranteed for color, clarity, cut and carat weight by *Artcarved* and by your trusted *Artcarved* Jeweler.

Prices are nationally established. Choose either an *Artcarved* Gem-Diamond Ring or an *Artcarved*-Woodcrest Diamond Ring, and be certain of matchless value for your money. For your protection, look for the name *Artcarved** or *Woodcrest** in the ring, on the tag.



Free! "How to Select Your Diamond Ring," fascinating booklet that tells how to be sure of diamond values. Write today to J. R. Wood & Sons, Inc., Dept. L-1, 216 E. 45th Street, New York 17, N. Y.

Beloved by brides for more than 100 years (1850-1952)

A. BELLE ISLE SET, Diamond Engagement Ring, \$575. Also \$450 to \$850. Bride's Diamond Circlet, \$250.
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Other diamond rings from \$75 to \$5,000.

Rings enlarged to show detail. Prices include Fed. tax. Subject to change without notice.

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*Trade Marks Reg.

LETTERS TO THE EDITORS

CONTINUED

have regarded the Everglades as a monotonous swamp without interest or variety. . . .

KENNETH D. MORRISON
National Audubon Society
New York, N.Y.

TOO MANY TALENTS

Sirs:

It was a nice surprise to see my wife on LIFE's cover ("Too Many Talents," LIFE, Jan. 28), but her name is Laura-lee, not Phyllis, and she has other gifts. Now married six years she is 25 years old. She graduated from Rice Institute "with distinction." Before she reached 20 she was married and was teaching biology to a bunch of GI students five to 10 years her senior at the University of Houston. She has also modeled clothes, played the violin and had biological research published. Incidentally she is now a housewife and a veritable gourmet's cook—by exact recipe and measure to be sure, as befits her chemical training.

HARRIE SWINFORD JR.
Houston, Texas



COVER GIRL'S DOUBLE

Sirs:

Tell Phyllis to keep that paint brush out of her mouth. Most ceramic colors contain toxic substances.

CAROL JANEWAY
New York, N.Y.

A HAYMAKER GOES WIDE

Sirs:

In almost every publication I have read, Ingalls has been attacked for his speech made at the Republican Committee meeting held in San Francisco ("A Haymaker Goes Wide," LIFE, Jan. 28). I say three cheers for his plain talk, honesty and straightforwardness. . . .

FRANKLIN M. DOAN JR.
Tombstone, Ariz.

Sirs:

Mr. Ingalls made a remark about "a pig in a poke."

Will somebody please explain to Mr. Ingalls that Dwight Eisenhower was a general during the second World War, in charge of American and other troops which made up the Allied armies. He did right well at it and is honored by the nations which he served.

As president of Columbia University he again won honors. At present he is working for peace in Europe, probably the only diplomat in the world who can perform such a job and still hold the friendship of all concerned. He is hardly "a pig in a poke." I suggest that Senator Taft find a better informed manager to carry on his campaign.

S. SHAFER
Salt Lake City, Utah

CONTINUED ON PAGE 21

GUARANTEED Artcarved WEDDING RINGS



Wedding rings, too...

Guaranteed by

Artcarved
to last a lifetime

Only *Artcarved* offers you wedding rings guaranteed for a lifetime... and backed by 100 years of ringmaking experience. The precious gold is alloyed and hardened an exclusive way by *Artcarved's* own craftsmen, then skilfully carved for distinctive beauty. Yet for this *extra* quality and lasting value, you pay no more. Just be sure to see the name *Artcarved** in the ring, on the tag.

Beloved by brides for more than 100 years (1850-1952)

A. PARADISE SET, 14K yellow gold, white gold center. Groom's ring, \$27.50, Bride's ring, \$21.50.

B. CARILLON SET, 14K yellow gold, white gold center. Groom's ring, \$42.50, Bride's ring, \$39.50.

Other *Artcarved* wedding rings from \$8.00

Prices incl. Fed. Tax, Subj. to change without notice. Rings enlarged to show detail. *Trade Mark Reg.

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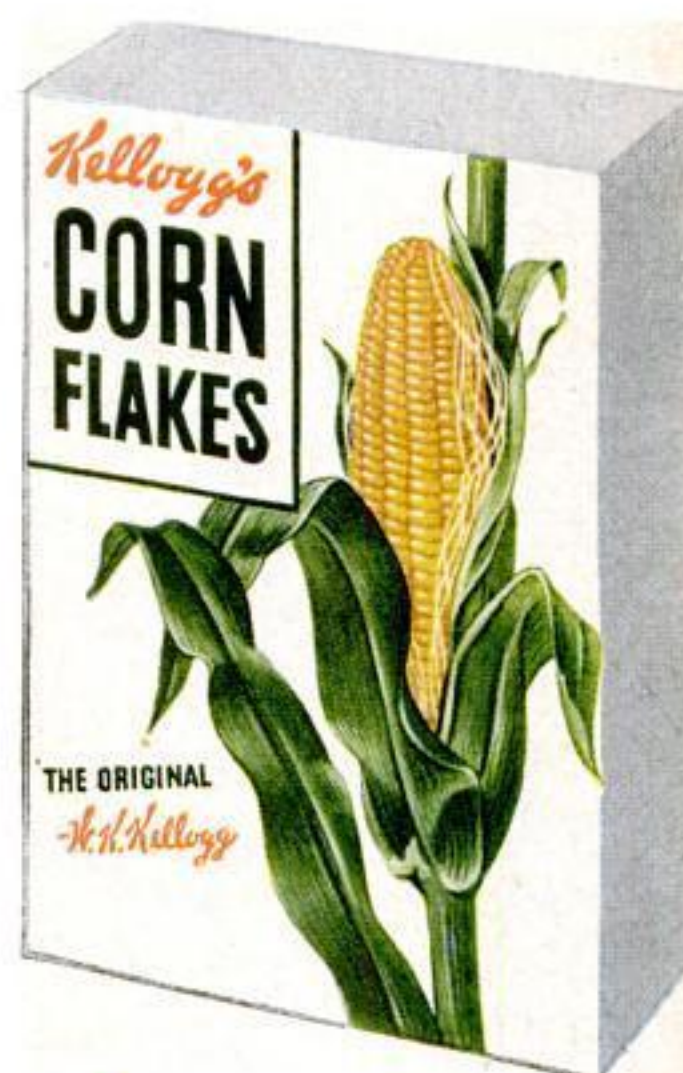
B.



KELLOGG'S INVITES THE KIDS TO WRITE THE ADS...

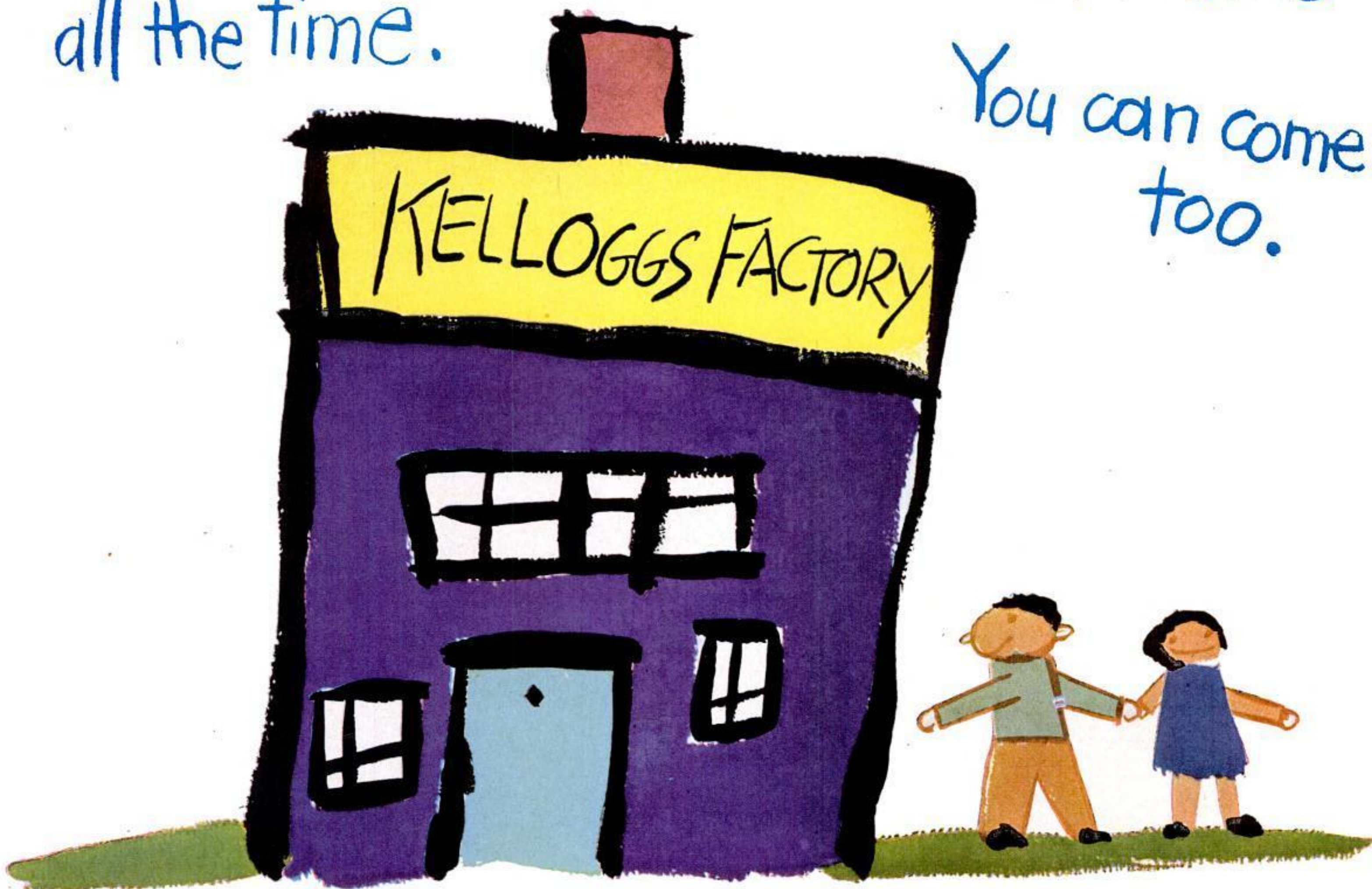
This ad was written by Malcolm Kovacs, age 8, of Chicago, Illinois. That's his picture. We figure people sometimes get tired of ads gotten up by regular ad writers. So we thought it would be a good idea to give a chance to kids in this country who have a big urge to write and draw. If you are 14 years old, or less, why not get out your colors and send in an ad now? Put a Kellogg's Corn Flakes box top with your entry and mail it to Kellogg's, Box 300,

Battle Creek, Michigan. Your ad will automatically make you a member of Kellogg's Junior Admakers' Guild, and we'll send you a swell pin to wear. Then, if we use your ad in a magazine or over the air, Kellogg's Corn Flakes will send you a \$100 U. S. Savings Bond. See simple rules for entries on Corn Flakes package or write Kellogg's for them.



I wish I owned the Kellogg's
Factory Then I could eat corn Flakes
all the time.

You can come
too.



WHO DO YOU KNOW... THAT DOESN'T LIKE
KELLOGG'S CORN FLAKES?...or WHOM do you know?

"How in the world...?"

"Just like that—zip, zip, zip—8 perfect slices from what looks like a solid piece of cheese! How do you make it?"

"How do you make these slices taste so extra good?"

"How do you keep them from drying out?"

Lots of people ask us these questions about Kraft De Luxe Slices, the handy, new slices that we alone make.

The answers are simple—it's because an amazing new Kraft invention does not cut slices from a loaf, but actually forms our perfect sandwich-size slices right as the fine process cheese comes from the pasteurizers. Wraps and seals them airtight in a matter of moments!

So won't you just enjoy the wonderful flavor of the finest process cheese ever made? Put a package or two of Kraft De Luxe Slices in your shopping basket tomorrow! And let us say we're awfully glad that millions of you agree: here at last is the perfect way to buy cheese in slices.

KRAFT FOODS COMPANY

Makers or importers of the world's favorite cheeses



Guaranteed! TO REMOVE MORE DIRT in LESS TIME

...or your
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LETTERS TO THE EDITORS

CONTINUED

TRUMAN TOUCH ON TV

Sirs:

I saw in your article on the TV show starring Ezio Pinza and Margaret Truman ("TV Feels the Truman Touch," LIFE, Jan. 28) the statement that "he kept his big voice down and she let her little voice go, but musically it was still no match."

Brother, are you going to get a letter!

ISABEL MANCHESTER

North Attleboro, Mass.

• Not so far.—ED.

MEASURING WITH MERCURY

Sirs:

I would like to correct the impression you made in "Measuring with Mercury" (LIFE, Jan. 28) that Dr. William Meggers is the inventor of the mercury lamp.

I developed the mercury 198 lamp as part of my work for the degree of Doctor of Philosophy at the University of California. The first report of this work was published in 1940 and Dr. Meggers was aware of it. It was in 1939 that I viewed for the first time the light from mercury 198 which I had made by bombarding gold with neutrons from the University of California cyclotron.

JACOB H. WIENS

Redwood City, Calif.

• Dr. Meggers made the first practical mercury lamp and, with it, the first measurements.—ED.

SALUTE

Sirs:

Seems to me LIFE gets around awful fast! Within the week preceding publication a flock of newsworthy stories broke, were covered, photoed and reported for us readers!

The snowbound streamliner, the flooded cars and cows, bomb blast in Saigon, De Lattre's passing, lucky Costello's 12th juror, Skipper Carlsen's tickertape parade, the Republican name-calling mess, Dutch Church entry, Truman-Pinza rehearsal, color photograph of Tournament of Roses parade (beautiful!), New Jersey Turnpike, saying nothing of 13 pages of Everglades story and color—that's a lot of superb reporting. More power to your write arm and shutter finger!

COMMANDER H. K. KOEBIG
USNR (Ret.)

Charleston, S.C.

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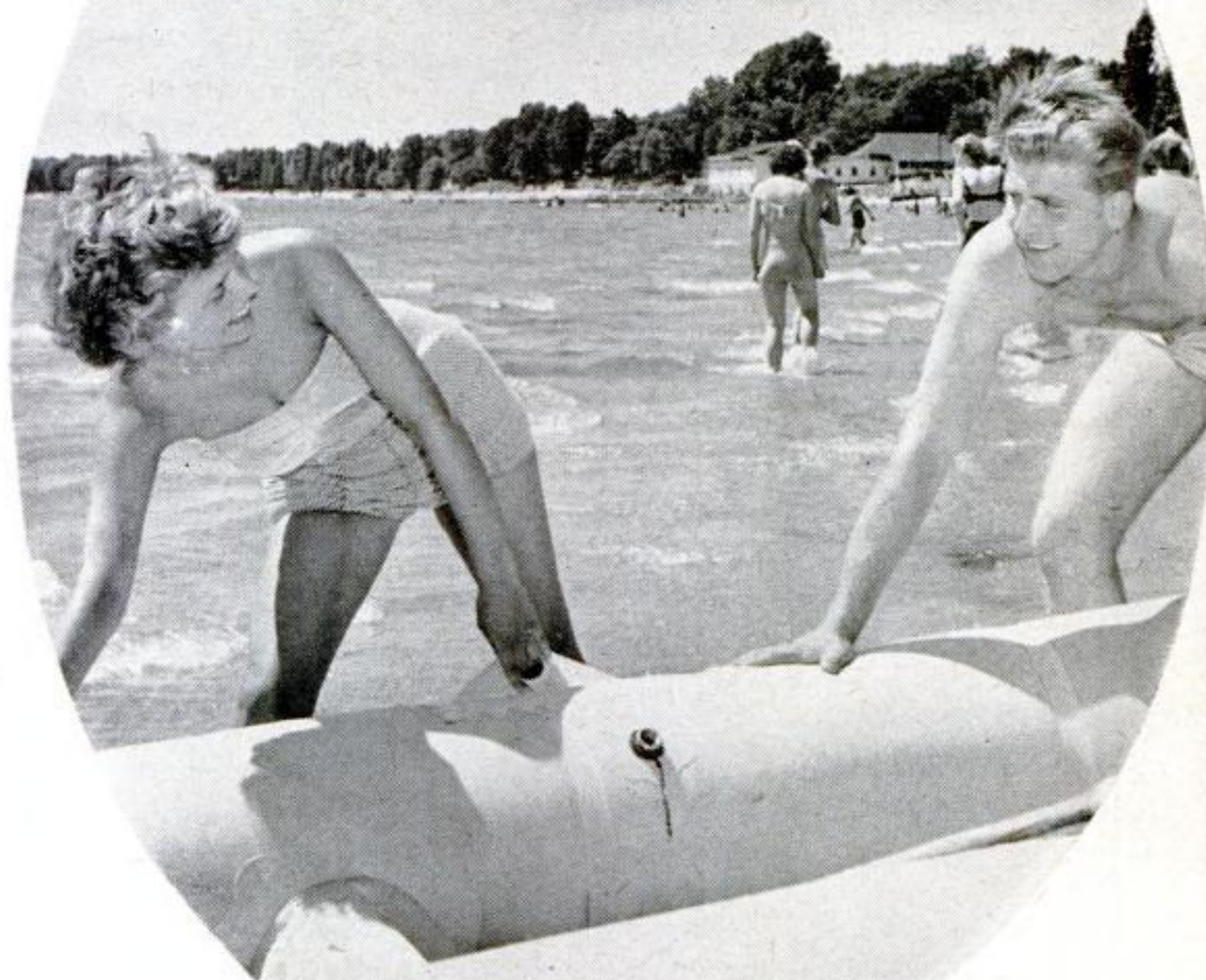
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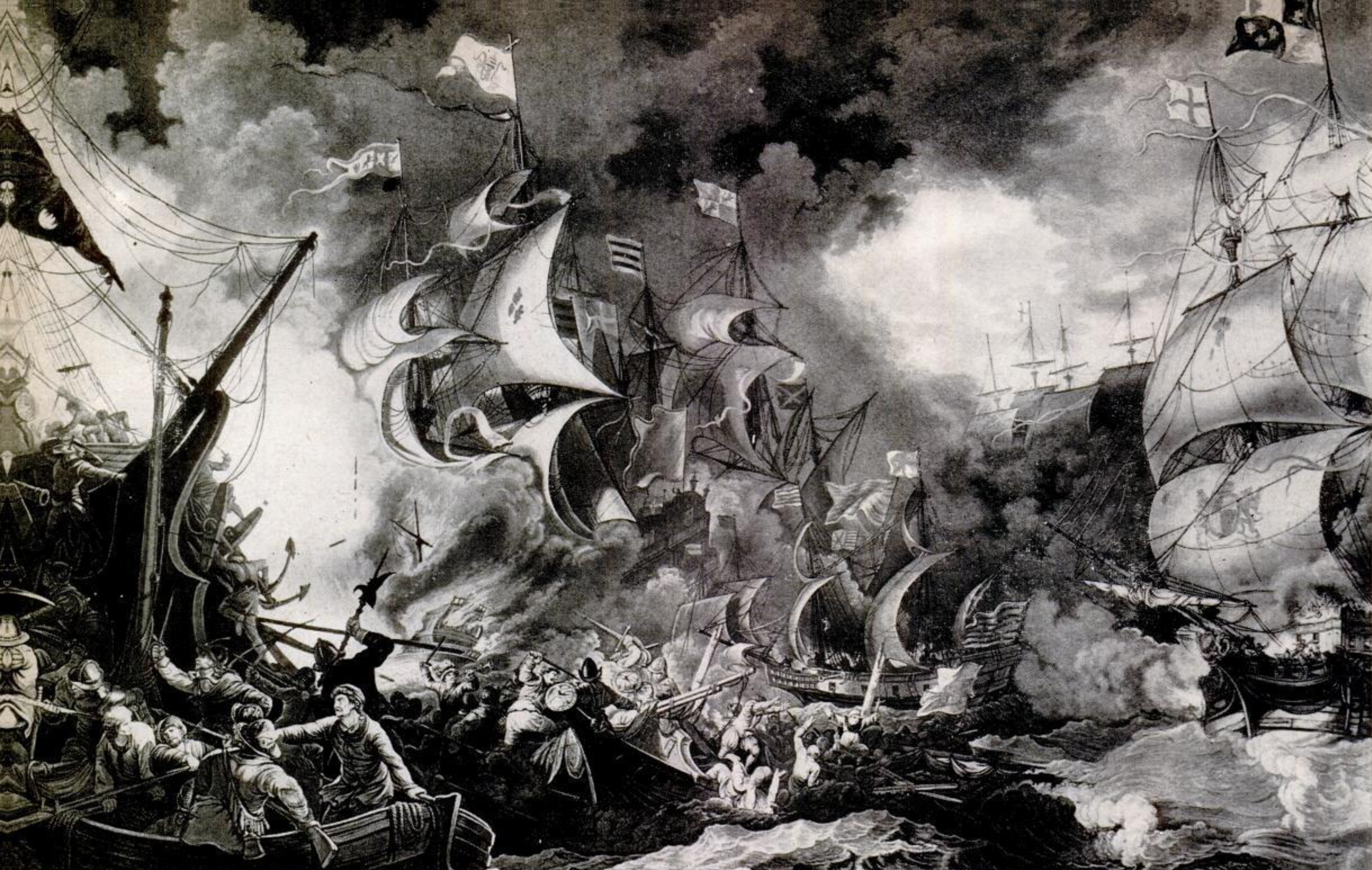
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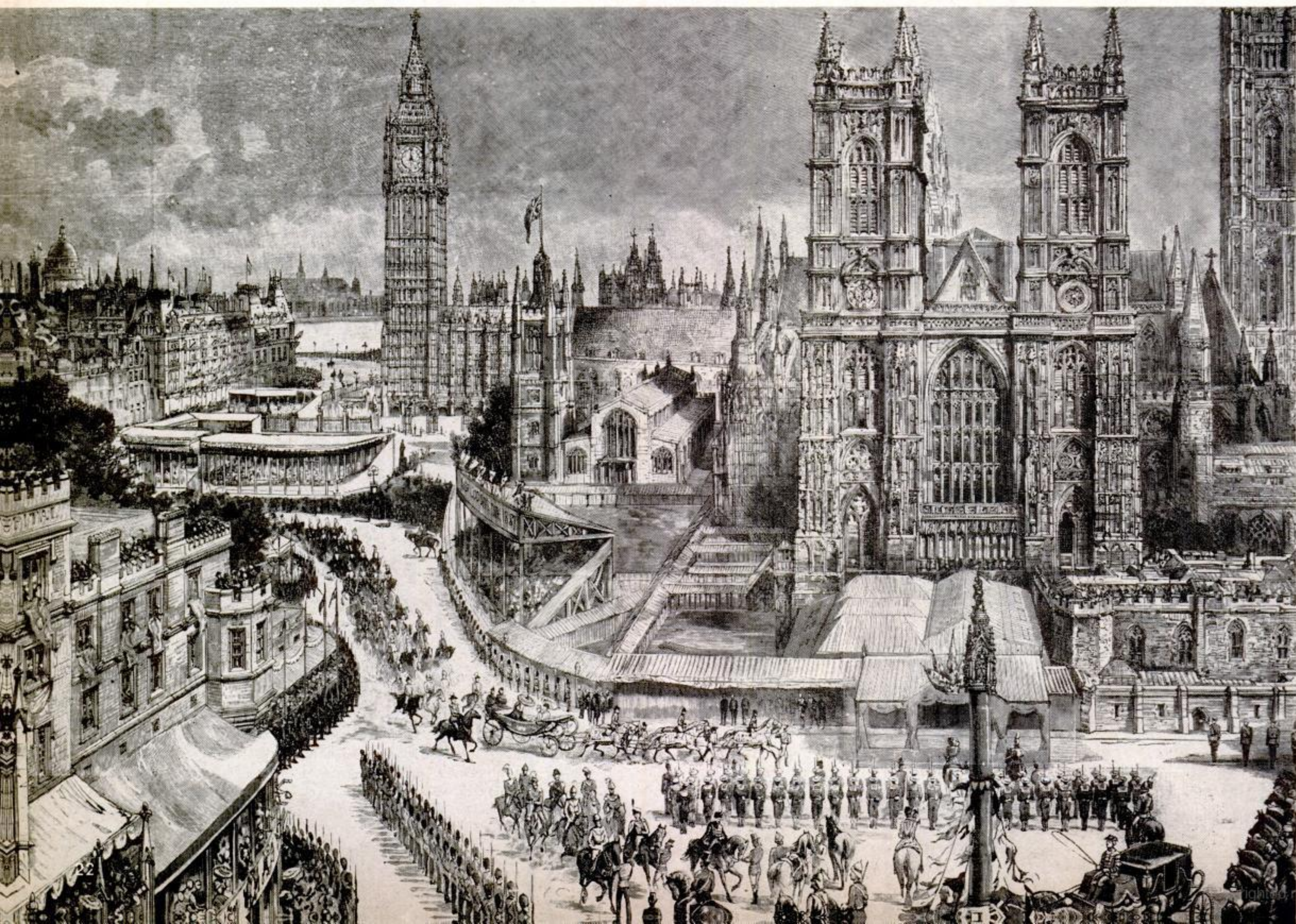
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ELIZABETH'S GREAT TRIUMPH came with the defeat of the Armada in 1588, which was achieved when the smaller, swifter British ships, with more accurate fire, raked the larger, slower Spanish galleons. King Philip II had sent the Armada into the English Channel to crush British "sea dogs" like Drake and Frobisher who, publicly repudiated but privately encouraged by Elizabeth, had invaded the Spanish Main, plundering treasure ships and raiding coastal colonies.

VICTORIA'S GOLDEN JUBILEE, celebrated in 1887, flaunted the power of empire in parade through London in which all the imperial panoply was on display. Leading the parade were a thousand uniformed men from around the world: North Borneo, Africa, India, Hong Kong, Canada, Cyprus and Australia. The scene below, as observed from Westminster Palace Hotel, shows the 68-year-old queen, primly holding parasol, arriving in her carriage at Westminster Abbey.





ON BOARD THE "GOLDEN HIND" ELIZABETH KNIGHTS DRAKE AFTER HE HAD CIRCUMNAVIGATED GLOBE



YOUNG ELIZABETH, shown here as princess, was declared illegitimate by Parliament after mother's execution, survived by keeping out of the public eye.

'Famous Have Been the Reigns of Our Queens'

PICTURES RECALL ELIZABETH'S PREDECESSORS

When Elizabeth II became queen Winston Churchill hopefully recalled her predecessors: "Famous have been the reigns of our queens. Some of the greatest periods in our history have unfolded under their scepter." There have been seven reigning queens of England, two of whom (*next page*) did not last long. But most eminent were Elizabeth I and Victoria.

Like the new queen, Churchill said, Elizabeth I "did not pass her childhood in any certain expectation of the crown." Daughter of Henry VIII and Anne Boleyn, she was third in line for the crown at her father's death, succeeded her half sister, Mary Tudor, when like Elizabeth II, she was 25. That was 1558 when

Britain was torn by religious wars. A vain woman, she was a shrewd monarch who, by tact and ruthlessness, ushered in a prosperity and patriotism such as England had never known.

Victoria, who became queen in 1837, did by character what Elizabeth had done by political genius. The country seethed with social unrest and the monarchy was low in prestige because of the stupidity of the Georges. Victoria oversaw social reform in England and the vast extension of power over the empire. During her 64 years as queen the British Empire became supreme in the world, and Victoria, who had become a synonym for public and private virtue, had stamped her personality on a whole era.



YOUNG VICTORIA, George III's granddaughter, succeeded her uncle, William IV, at 18. Here she is in bridal gown when she married Prince Albert.



VICTORIA'S FAMILY gathered about her in 1898. Queen Mary, mother of late George VI, is second woman from left, with Prince Edward (Duke of Windsor) standing at her right and Princess Mary on lap. Queen Mary's husband

(George V), Victoria's grandson, is in white suit, behind son Albert (George VI). Seated at Victoria's left are her daughter-in-law, Duchess of Connaught, and daughter, Princess Beatrice of Battenberg. Others in group are grandchildren.

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QUEENS CONTINUED



QUEENS FOR A DAY were Matilda (left) and Lady Jane Grey. Matilda (1102–67), the daughter of Henry I, claimed crown when her father died in 1135 but her army was defeated by her cousin Stephen. Lady Jane, grandniece of Henry VIII, lost in struggle for power with Mary Tudor, who beheaded her.



MARY I, daughter of Henry VIII and first wife Catherine of Aragon, was zealous Catholic. Not cruel herself, she got name "Bloody Mary" because of persecution of Protestants during her reign. She married Philip II of Spain, who visited her only occasionally. She died childless.



MARY II, daughter of James II, married William of Orange, and both were crowned in 1689 after her father had been de-throned. A modest woman, she led very proper private life, left royal problems up to husband, who continued to rule for eight years after Mary died, in 1694.



ANNE (1665–1714), the sister of Mary II and second daughter of James II, succeeded William in 1702. A dowdy, conscientious woman who kept court of strict morality, she had a dull mind but her reign launched the great era of 18th Century wit and intellectual brilliance.

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LIFE'S COVER

Queen Elizabeth II (p. 28), who will become 26 on April 21, has always been "Lilibet" to her family. She is 5 feet 4 inches tall, weighs about 125 pounds, has bright blue eyes, light brown hair and a delicately clear, peaches-and-cream complexion. She was educated entirely by governesses and tutors, but during World War II, when she became a junior commander in the Auxiliary Territorial Service, she also got instruction in driving a truck and in changing tires. Her cover picture shows her wearing the diamond tiara given to her as a wedding present by her grandmother, pearl-tipped earrings, a diamond necklace and a coat of white ermine.

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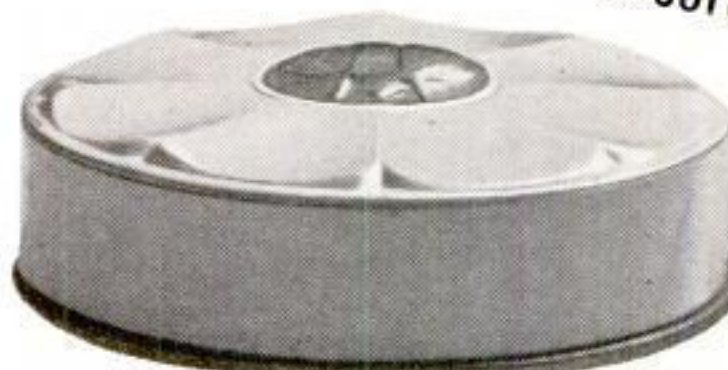
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DEPARTURE for Kenya was a happy event. The ailing king had a pleased half-smile while the queen gaily waved to the beaming princess in the plane doorway.



RETURNING FROM KENYA TO THE SAME AIRPORT, THE PALE YOUNG QUEEN

ELIZABETH GOES

"During these last months the king walked with death as if death were a companion . . . whom he recognized and did not fear. In the end death came as a friend and after a happy day of sunshine and sport. After 'good-night' to those who loved him best, he fell asleep as every man and woman who strives to fear God and nothing else in the world may hope to do."

Winston Churchill, who spoke those words, had seen death as an almost tangible presence. Death was beside George VI as he waved goodbye at

IN NEXT WEEK'S 'LIFE': WHAT THE NEW QUEEN



WAS GREETED BY ENGLAND'S GREAT MEN IN MOURNING, INCLUDING (FROM RIGHT) WINSTON CHURCHILL, CLEMENT ATLEE, ANTHONY EDEN, LORD WOOLTON

AS A PRINCESS, RETURNS AS QUEEN

London Airport on Jan. 31 to the daughter he would never see again. While Elizabeth the Princess flew to Kenya, death went with the king to Sandringham. On Feb. 6 death took him, peacefully, while he slept.

Elizabeth the Queen returned to London in black; her ministers wore black; the guns fired mournfully and the drums were draped in black. But in the midst of sorrow, watchers could sense another presence: life. The continuity of British government was unbroken. There was a young

monarch to be proclaimed, a new servant to assume the enormous duties the old one had so well performed. The times were gray, the Empire had diminished, the future still held all its problems, which the passing of a king had only postponed. But still the people saw a great good omen in Elizabeth's name; as under the first Elizabeth, four centuries ago, England might rise and prosper again. The queen was on her throne and there was scarcely a man in the wide free world who would not say, God save her.

IS REALLY LIKE—AN EXCLUSIVE AND INTIMATE ARTICLE BY 'CRAWFIE,' ELIZABETH'S GOVERNESS

LANDMARKS IN THE LIFE OF KING GEORGE VI



HE SERVED TEA to wounded soldiers in 1916 at Buckingham Palace. The same year he saw action as a sub-lieutenant on a battleship at Jutland.



HE WAS MARRIED in 1923 to Lady Elizabeth Bowes-Lyon, descendant of an old Scottish family and a favorite of his mother Queen Mary. After the ceremony bride and groom greeted crowds from a palace balcony. He was the first of the royal sons to marry.



HE MOURNED his father's death in January 1936, followed the bier to Westminster Hall with his brother, who had become King Edward VIII.



HE WAS CROWNED on May 12, 1937, having acceded to the throne five months earlier on Edward's abdication. For the first 24 years of his life he had been known as Prince Albert, for 17 more as the Duke of York. On becoming king he chose the name of George.



HIS HOME WAS BOMBED nine times during World War II. Inspecting the damage at Buckingham Palace in September 1940, with the queen and Winston Churchill, he found that his daughters' swimming pool had been blown to bits.



HIS GRANDSON Prince Charles celebrated third birthday last November. Pictures of haggard king, who had recently undergone major lung operation, shocked his subjects.

A TRIBUTE FROM

In an article written especially

by THE RT. HON. CLEMENT ATTLEE

Of those familiar with King George VI in his official capacity no one currently free of the restraint of public office can speak with as much personal authority about him as Clement Attlee, leader of the British Labor Party. This article was written exclusively for LIFE by the former prime minister.

It was my privilege for six years to serve King George as First Minister of the Crown and for five years during the war as Deputy Prime Minister. The longer I served him the greater was my respect and admiration for him. I can never forget his kindness and consideration to me. He had a great sense of duty, high courage, good judgment and warm human sympathy. He was in the fullest sense of the term a good man.

The people of Britain are attached to the conception of constitutional monarchy. It is perhaps not always clear to Americans what is meant by "constitutional monarchy." It has been said that in Britain the king reigns but does not rule. This is really the essence of the matter. The king, save in a few exceptional circumstances which I mention later on, acts only on the advice of his ministers.

Traditional British respect for monarchy as an institution has been immeasurably reinforced by the attachment of the people to the late king, the queen mother and the royal family. Thus the monarchy is today more strongly established than ever before. It is worthwhile remembering that this was not always so.

If the question had been asked in the days of King George IV whether the monarchy would endure, few people would have given with any confidence an affirmative answer. The character and way of life of King George IV both as regent and as king had not commended him to his people. His successor, William IV, evoked little or no enthusiasm. There was quite a lot of republican sentiment in the country, and but for the fortunate accession of young Queen Victoria the monarchy might well have foundered.

The all too short reign of George VI set a splendid example to his subjects. As prince he showed great interest in the welfare of industrial workers and in boys' clubs. He had a knowledge of modern conditions and of how ordinary people lived and thought that stood him in good stead when he came to the throne. He knew how to be on friendly terms with his people without any sacrifice of dignity. The gracious lady who became his queen was not herself brought up in a court. In the royal family the people saw a picture of the kind of family life that warmly appealed to them.

Throughout the war the king shared the experience of the people. He was in London during the blitz. He was present when a bomb hit Buckingham Palace. In all the trials of war he showed high courage and a spirit that never failed in the darkest days. I recall too his courage when he had to face an operation. His attitude was "It's a nuisance. I shall be off duty for a week or so."

I know that the American people understand the affection that was felt in the Commonwealth for King George. At the same time many citizens of the U.S. are apt to wonder why it is that the monarchy has survived in Britain.

I would say that one reason for the survival

LABOR'S ATTLEE TO GEORGE AND THE MONARCHY

for 'LIFE' the former prime minister says, 'I can never forget his kindness and consideration to me'



LIFE OF SERVICE to which Mr. Attlee pays tribute in this article was epitomized by public functions which the king diligently attended and where he usually made

a speech. Last May, when he was already a sick man, he went with the queen and Mr. Attlee, then prime minister (top center), to inaugurate the Festival of Britain.

of monarchy has been the character of the occupants of the throne. A second reason is this: The monarchy binds together men and women of peoples diverse in race, religion and environment. Thus King George was not just king of Britain. He was king also of Canada and Australia, of Malta and Nigeria, of Ceylon and Jamaica.

Suppose that the British Commonwealth were republican—how could a president be chosen? One cannot imagine a contest for the presidency between candidates of different political creeds for there is no pattern of political allegiance common to all the peoples of the various units.

But as it is, every individual in the British Commonwealth, whether he lives in Britain or Canada or in one of the less advanced territories in Africa, can see in the monarch his own king. Also, it is far easier for persons of primitive culture to fix their loyalty on a living person rather than on an abstraction such as a republic. So when the king visited South Africa the Basutos and the Swazis saw their own king.

In the British Commonwealth there is com-

plete equality between those parts of it which are fully self-governing. If the monarch visits New Zealand, he is advised by the prime minister of that country in exactly the same way as in Britain he is advised by the prime minister of the United Kingdom. The fact that normally the monarch resides in Britain and is represented in other parts of the Commonwealth by a governor general does not alter the position.

Another great advantage of constitutional monarchy stems from the fact that the monarch is above party strife. Governments come and go, but the monarch remains and is a focus of unity.

It is not my intention to criticize the system under which the U.S. is governed which has been designed by Americans as best suited to their needs. There is in my view, however, an advantage in having as the head of the state a person who is not the choice of one section of the people but is the common possession, so to speak, of them all.

Yet another advantage is that the monarchy, being continuously in touch with public affairs;

Since the king's death British newspapers have hinted at a striking example of King George's influence on affairs which British political traditions have restrained Mr. Attlee from making public. When Mr. Attlee proposed to give Hugh Dalton the foreign office

post in his first cabinet, the king said that this should go to the most able man available. Mr. Attlee thereupon reconsidered and gave the appointment to Ernest Bevin, who won widespread if sometimes grudging admiration of his strength in this crucial post.

acquires great experience. A party leader who becomes prime minister has, as a rule, been out of office for some years. He has no doubt kept himself as fully informed as possible and, on coming into office, can avail himself of the experience of the civil service, but this is not the same thing as having access, year after year, to all the secret papers.

King George VI was a very hard worker and read with great care all the state papers that came before him. I know from my own experience that he kept right up to date. I was always careful to see that I read all the latest telegrams when I was due to go to see him. He had a good memory. A prime minister discussing affairs of state with him was talking to one who had a wider and more continuous knowledge than anyone else.

Where the monarch has good judgment, as had King George VI, this is a great advantage, and he would be an unwise prime minister who did not avail himself of it.

The actual powers of the monarch in the Commonwealth are still very great, but by convention and constitutional usage they are seldom exercised. The monarch can refuse his consent to a law passed by the Houses of Lords and Commons, but the last monarch to exercise this right was Queen Anne.

The monarch has the right to send for anyone he wishes to form a government, but in practice he generally sends for the leader of the party which can command a majority in the House of Commons. Occasion may arise when there is no clear majority or even no clearly apparent leader. In those circumstances the monarch's choice may have a decisive effect.

The monarch has the right to grant or refuse a prime minister's request for a dissolution of Parliament which involves a general election. This is a very real power. It means that there is always someone other than a party leader who is available to take action in critical times.

King George had all the qualities of a good constitutional monarch. He showed a readiness to entertain new ideas. He had that complete freedom from political prejudice which is essential to his high office. He had to deal with problems which might have caused great difficulties to a man of less wisdom. There was, for instance, the problem of India. The king had inherited the title of Emperor of India. When India attained full equality with the other members of the Commonwealth she chose to become a republic. On the other hand, she desired to remain with the Commonwealth.

This raised a problem, because while most of the ties which bind together the members of the Commonwealth are intangible, allegiance to the crown has always been the chief link. The difficulty was overcome by India's recognizing the king simply as head of the Commonwealth. The king showed great wisdom, a disregard of formalities and a grip on essentials in accepting this position. The advice to the king on this occasion was tendered to him by all the Commonwealth prime ministers who were at that time assembled in conference. Though the king thereby lost an imperial title he won, I think, the hearts of the people of India.

I mourn his death, but I believe that in Queen Elizabeth we have a successor who will follow in the fullest degree the example set by her father.



TURKANA CHIEF Pelpel pays his respects wearing a carved ivory ball on his chin. It is held there by a collar-studlike peg inserted through his lower lip.



WAKIKUYU CHIEF Laima preens in a mirror. He came from outlying district to greet princess, but did not recognize her because she rode in closed car.



SOMALI POLICE, invited to a lawn party given for Elizabeth and the duke by the governor, stare with awe and dignity at the Great White Princess.



MASAI CHIEFTAINS LINE UP ON THE EDGE OF NAIROBI AIRFIELD. WARRIORS AT RIGHT WEAR MANE

KENYA, A PREVIEW OF ROYAL DUTIES

There was something altogether appropriate in the manner and place in which Elizabeth spent her last days as a princess. She and the duke were in Kenya in East Africa, having just begun a five-month tour that was to take them as far from home as New Zealand. When their plane touched down at Nairobi on Feb. 1 the dusty airfield swarmed with a spectacular assortment of human beings: black Africans, brown Indians, white Europeans. There were stiff-starched officials whose medals tinkled in the sun, proud gaunt spearmen who had done lions to death in single combat, clerks who had spent their lives doing nothing bolder than lick

envelopes franked "On His Majesty's Service."

These were a cross section of the British world. At the sight of Elizabeth they loosed a long surflike sound to express the great thing they had in common: loyalty to the crown. The couple mounted a dais and took the salute. Then they toured Nairobi, acknowledging the curtsies of European ladies and the graceful greetings of tribal chieftains. Later they drove a hundred miles through choking red dust to visit a lodge which the Kenyans had given them as a wedding present. Gallantly they did the things that had to be done, just as they were gallantly to face the far more awesome thing soon to come.

INDIAN GIRLS FROM THE KHALSA SCHOOL IN NAIROBI WERE PART OF AN ENORMOUS TURNOUT OF 12,000



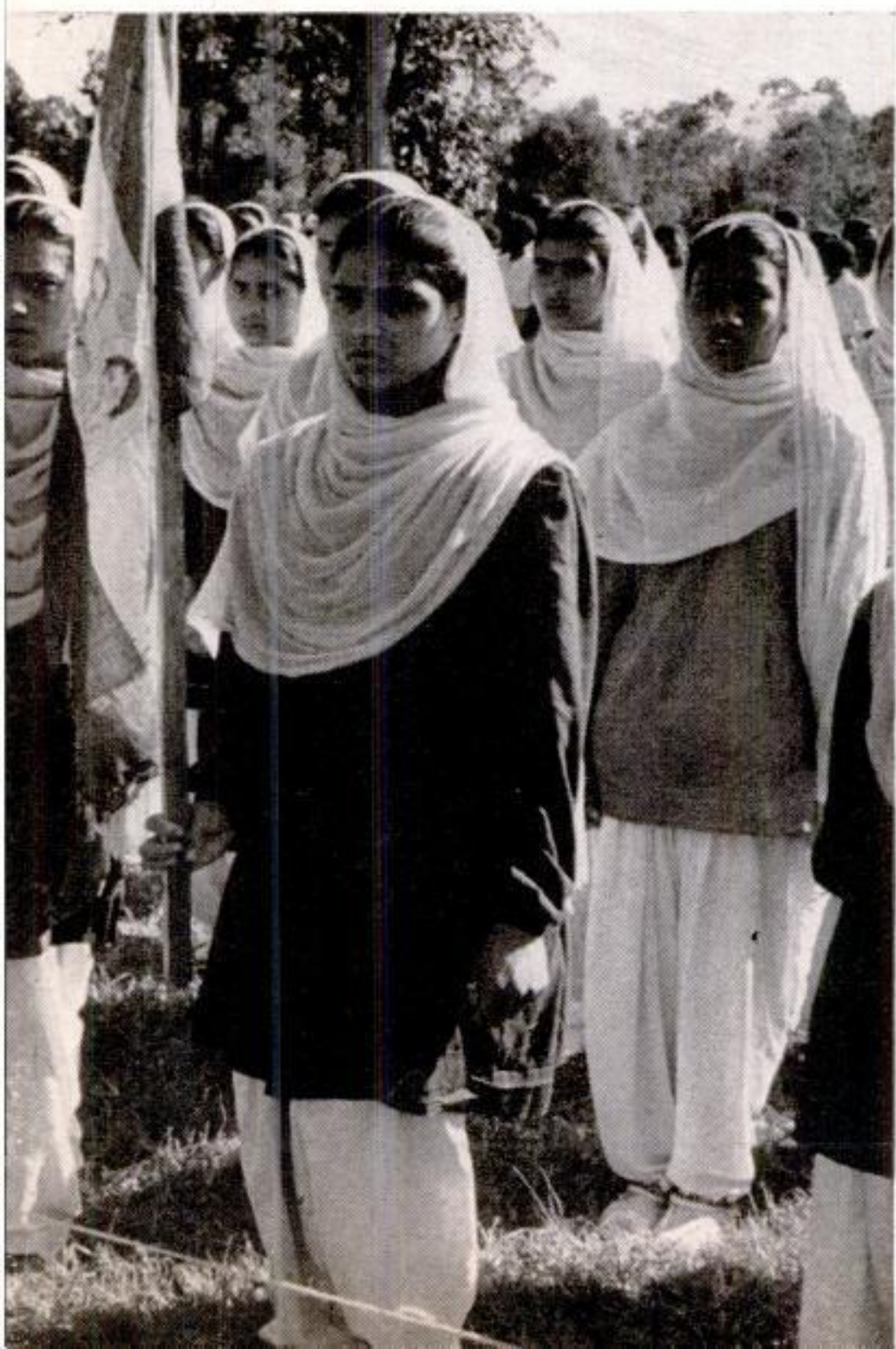


HEADGEAR TO SHOW THEY HAVE KILLED LIONS



ELIZABETH AND THE DUKE AT NAIROBI AIRPORT

SCHOOLCHILDREN WHO CHEERED THE PRINCESS



GOVERNOR SIR P.E. MITCHELL talks with chieftains while they wait for the royal plane to land. In the center, wearing a leaf made of bark over his

mouth as a mark of respect, is Chief Lokori of the Suk. At right is Sheik Abdul Ahmed of Kitale. They credited bountiful rains to the coming of the princess.



BISHOP OF MOMBASA, the Rt. Rev. Reginald Percy Crabbe, strides across lawn at Government House waiting for the princess and duke to arrive at

the garden party. Some 3,000 guests attended in informal dress, ate 12,000 cakes and drank 200 gallons of tea. The army did the catering for the party.

The New Queen CONTINUED



IN THE KITCHEN Lady Mitchell, wife of the governor, makes fudge for party. "We have good cooks," she explains, "but anything special I make myself."



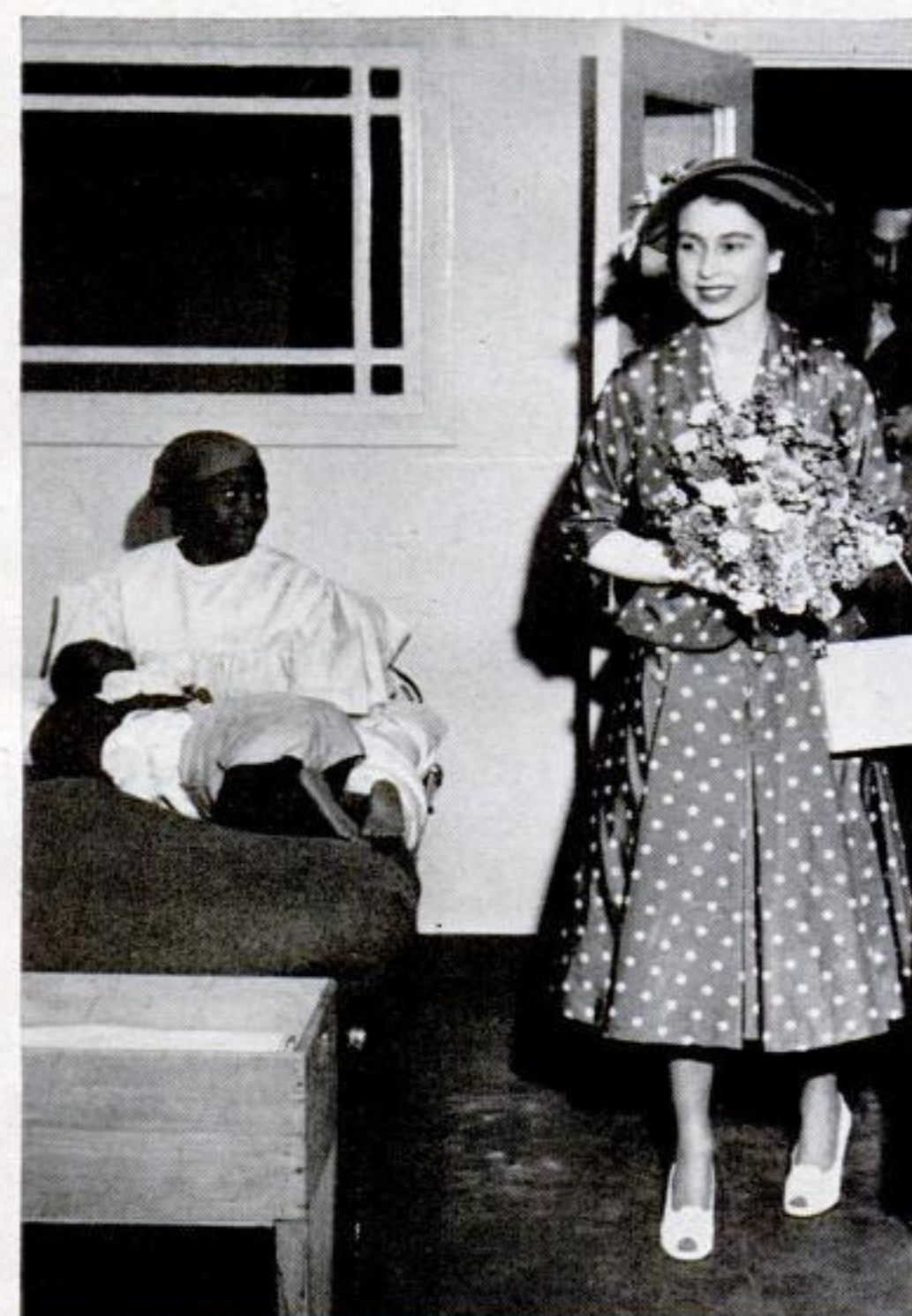
AT THE PARTY Lady Mitchell (*extreme right*) walks in the rear escorted by the duke, while Princess Elizabeth and Sir Philip Mitchell lead procession.



BASHFUL FLOWER BOY, born on the same day as Elizabeth's son Charles and accordingly named Prince, was selected to give her a bouquet. Except for his footwork he had a successful rehearsal (*left*). But when the princess arrived he lost



his nerve and she had some difficulty getting the flowers from him (*center*). Overcome with shame, he retreated to the maternity hospital where his mother had had another baby and forlornly hid his face when the princess passed by (*right*).





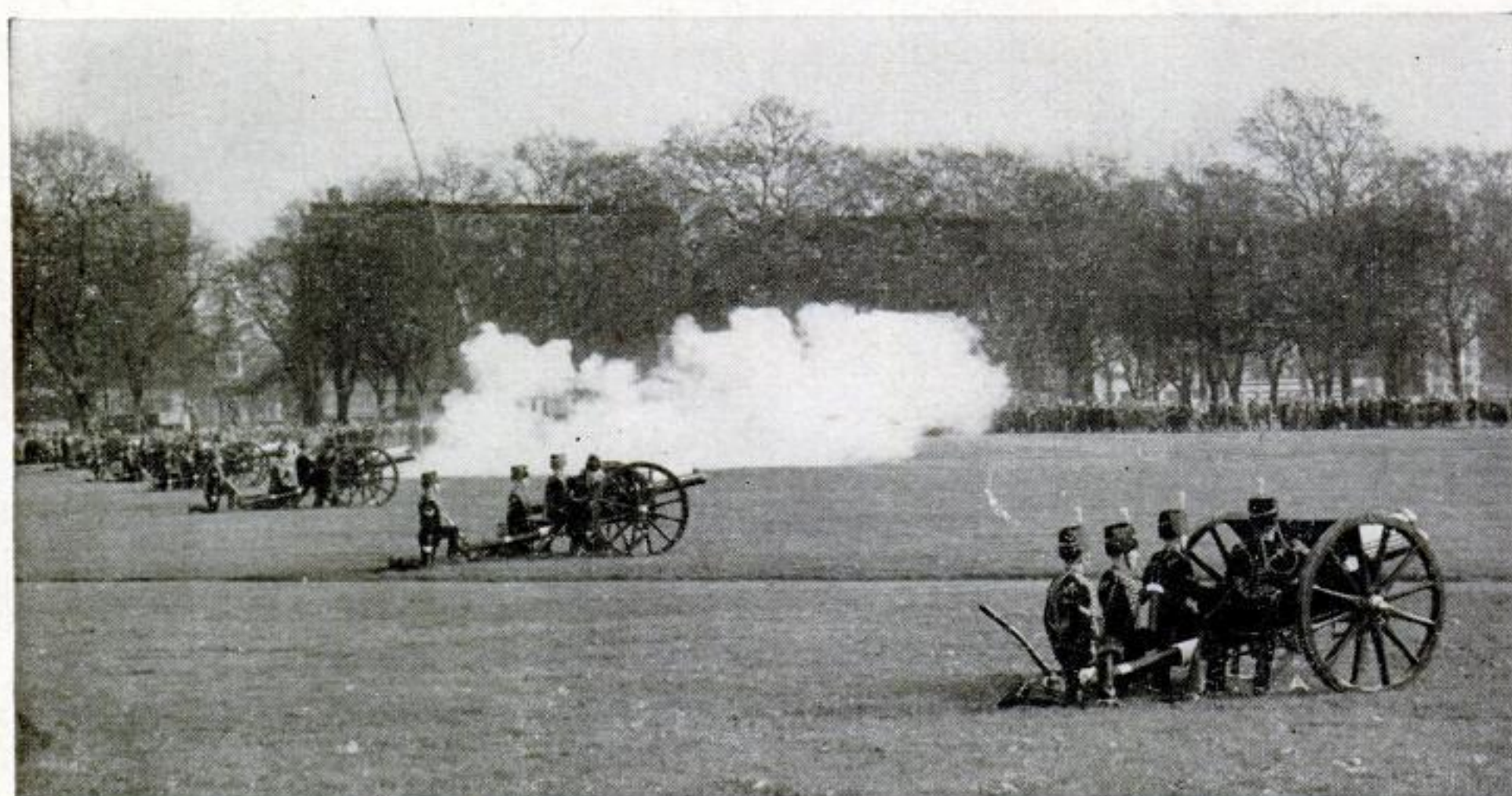
RELAXED AND FREE OF DUTIES, as they will rarely again be free, Elizabeth and the duke cross a bridge near a lodge at Nyeri, 100 miles from Nairobi. They spent three days here, fishing, sitting up at night in a treetop house nearby

to watch elephants and rhinoceroses drink at a waterhole below. Kenyans built the lodge as a wedding gift to the couple, furnished it in detail. Beside this river, soon after this picture was taken, the duke told the queen the king was dead.



WHERE THE KING DIED, mists roll over red brick of Sandringham House, standing beyond iron

scroll of Norwich Gates which were wedding gift to King Edward VII. A lone policeman stands guard.



SALUTE TO DEAD stirs the dried leaves lying in Hyde Park as the King's Troop of the Royal Horse

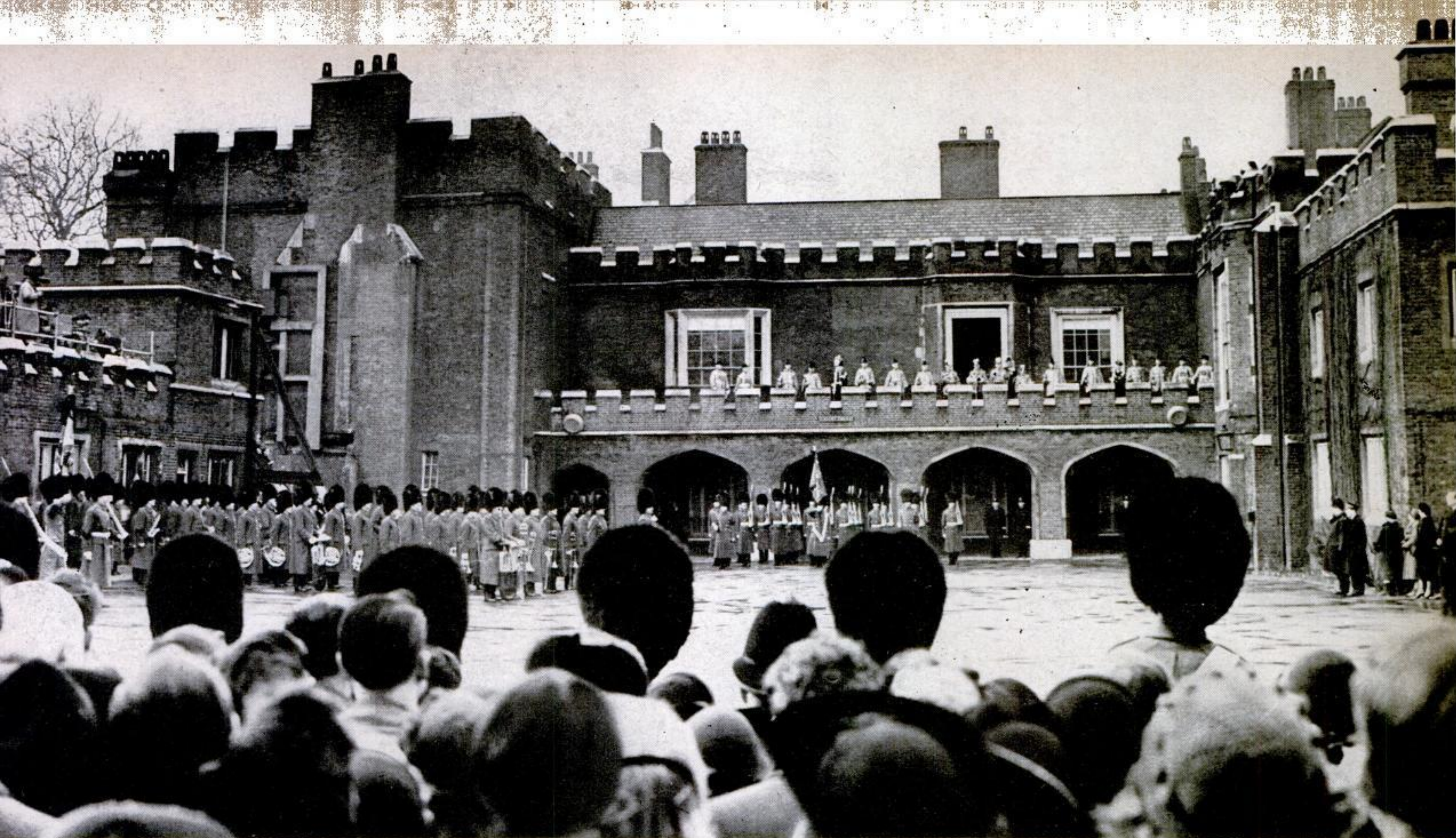
Artillery fires 56 guns, one for each year king lived. Salutes were fired throughout the Commonwealth.

AT ROYAL EXCHANGE THROUG HEARS ACCESSION PROCLAMATION READ FOR FOURTH TIME IN LONDON



POMP, CIRCUMSTANCE,

In London the accession of the new queen was proclaimed in a flash of pageantry that made all who saw it forget the austerity of modern times. Troops of cavalry in scarlet and gold clattered through the sand-strewn streets; trumpeters, dressed in the manner of the 14th Century, blew the ancient fanfare; the proclamation was read: "We . . . with one voice and consent



A DAUGHTER'S GRIEF

of tongue and heart, publish and proclaim the high and mighty Princess Elizabeth Alexandra Mary is now . . . become Queen Elizabeth II by the grace of God Queen of this realm and all her other realms and territories." Through broken clouds the sunlight splashed upon the swords and the bayonets and the upturned faces of a people to whom yesterday is a thousand years.

FIRST ACCESSION PROCLAMATION, which officially declared Elizabeth queen, is read from St.

James Palace balcony by Officers of Arms as Guards in bearskins stand before the listening Londoners.

A SADDENED DAUGHTER IS SHOWN IN CAR AS SHE ARRIVES IN LONDON TO TAKE OATH OF ACCESSION



CONTINUED ON NEXT PAGE

righted material



HIS SUBJECTS keep vigil at Queen Victoria monument at Buckingham Palace to show respect and watch dignitaries come to sign the Book of Condolences.

The New Queen CONTINUED



HIS MOTHER, Queen Mary, in mourning, motors to Clarence House to curtsy to her granddaughter-queen.

REPOSE AT SANDRINGHAM

Three days dead, King George VI rested in the little church of St. Mary Magdalene in Sandringham in a plain coffin made for him overnight, out of an old oak in the park, by the carpenters of the royal estate. Among the wreaths was the one at the foot of the coffin (*opposite page*) reading "To Darling Papa from Elizabeth and Philip." On Feb. 11 the king's coffin was to be taken to London, there to lie in Westminster Hall until the funeral on Feb. 15.

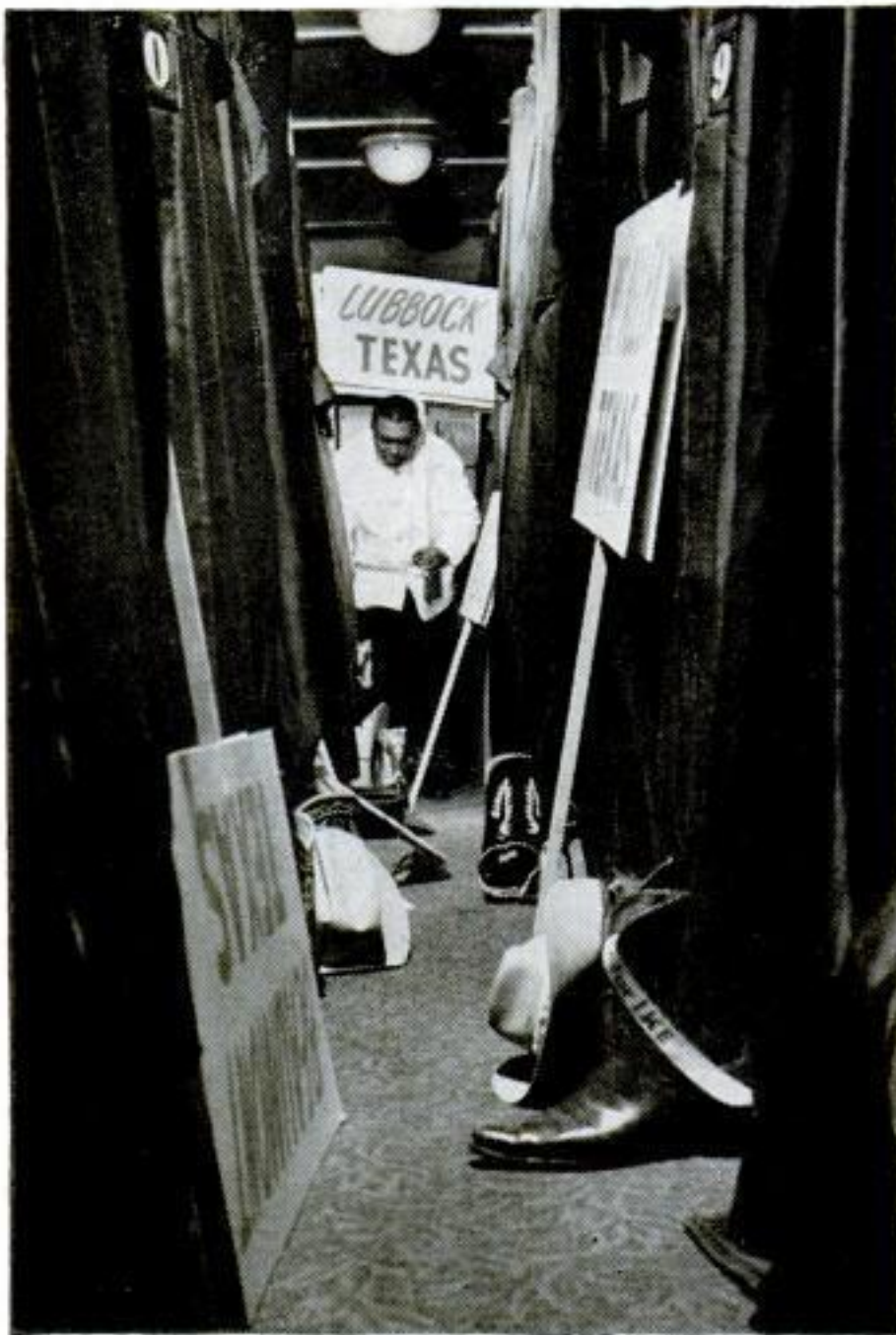
In death the good king gave his people a final gift: a hope of peace at home. A furious debate which had begun in Parliament and which might have brought a bitter division in the House on foreign policy, was instantly stilled. There could be no thought of quarreling now. In the weeks to come, while the last of the House of Windsor grows accustomed to her throne (future kings may be surnamed Mountbatten), the heat of argument will cool. When the debate resumes, men's minds may be changed, more open to compromise, as must be the minds of all men who have watched another give up not only his desires but his life for his country.



HIS BROTHER, the man who might still have been king, stands in elevator on *Queen Mary*, as he leaves New York—without duchess—for the funeral of brother whose "outstanding qualities of kingship," he said, made his abdication easier. His sad voyage, he added, was sadder "because I am undertaking it alone."

IN HIS CHURCH, St. Mary Magdalene's at Sandringham, the king lies in state, guarded by his gamekeepers, who are clad in their traditional green. The shrouded coffin, resting on trestles, is draped with his royal standard. Here he was to lie for two days, awaiting the solemn pomp of state funeral in London.





TRAIN OF TEXANS sleeps on way to New York. Most paid their way; rich Ike men helped others.



PHONY MONEY, in form of big dollars, is sold on train at two for 25¢ to raise real money for Ike fund.



INTRODUCER for New York rally act was Clark Gable, now called "man with the voice like Ike's."



IN WASHINGTON RALLY, AMID BALLOONS AND BANNERS, TAFT MEN AND IKE MEN ARE SIDE BY SIDE

'A KIND OF RIOT' SPURS THE G.O.P

Members rally to their favorites

"We are just going to have a lot of fun this summer" said President Truman in a speech last week. "It started last night in a kind of riot over here at Georgetown University." The President who had still not announced whether he would personally join the summer's fun, was referring to a big Republican rally in the huge Georgetown gym. Its sponsors had arranged for an imposing list of stars, enough police to handle parking and 5,000 chicken box suppers. But before the rally was well under way 8,000 people had jammed the gym, the suppers had



M.C., with her husband Tex McCrary, was Jinx Falkenburg, who hit souvenir tennis balls to crowd.



DANCERS Fred Waring and Ethel Merman go a few rounds in the ring to *Deep in the Heart of Texas*.



IN MADISON SQUARE GARDEN IKE SUPPORTERS FROM TEXAS HOLD UP THEIR PLACARDS. THE BAND HAD ITS TRAVEL EXPENSES PAID BY WEALTHY TEXANS

vanished and traffic had been tied up for two hours. Inside, whooping it up for the G.O.P., the Republicans stomped, sang and shouted and waved banners and wore buttons urging their favorite candidate on the rest.

Four days later an even bigger Republican rally was held in New York's Madison Square Garden. This one was just for Ike. Although the rally could not begin until that night's boxing match was over, 15,000 Eisenhower backers flooded into the huge building, thousands more lined the streets outside. An old Eisenhower

speech was played to the cheering crowd. Ethel Merman sang from the boxing ring. Mary Martin sang *I'm in Love with a Wonderful Guy* by radio from London. A whole trainload of high-heeled Texans, some of them from the town of Taft (named after the senator's uncle), showed up on the scene with saddlebags full of silver dollars. On radio and television the rally was being heard and seen by millions—politicians included. The only discordant notes were intruded by a few pacifists who walked up and down outside with a simple sign "No Like."

That Eisenhower's name could raise such a crowd at a rally held at midnight was some measure of his popular appeal. And last week a Connecticut town held a sample primary, picking Ike over Taft 3 to 1. In the early primaries in Oklahoma his strength was throwing a scare into Taft men, who had once thought the state safe for their candidate. But a private poll of Congressmen showed that Taft's strength was growing among the politicians and Taft himself was keeping the pressure on; last week he stumped the South and headed west for more.



IKE MINSTREL, Irving Berlin, sang new version of his song *I Like Ike* from hit show *Call Me Madam*.



TRUMAN DOUBLE, Irving Fisher, steps up as Berlin sings, "Even Harry Truman says 'I like Ike.'"



REAL MONEY by the bucket in the ring is eyed respectfully by the police. Ike fund got \$8,000 in cash.

THE LEGITIMATE RULER OF ENGLAND

Under Elizabeth I, England became (said one historian) "a nest of singing birds." Elizabeth II takes over quite a different brood. It is silently fighting for its economic life, and she is powerless to bring a single new twig or worm to the diminishing supply. Yet now as then the English are lucky to have a monarch. We Americans consider ourselves lucky not to; we cannot share British feelings about their Crown. But let us not underestimate that incredible institution, for our real luck is in having a substitute for it.

Said Talleyrand, arriving as the envoy of defeated France at the Congress of Vienna, "I ask for nothing but I bring something very important: the sacred principle of legitimacy." This principle is whatever makes it seem right to a majority of the people that their government should have power over them. In France's case, as it turned out, neither Bourbons, Bonapartes nor Jacobinism proved an adequate vehicle for the sacred principle, and France has lacked a truly "legitimate" government since 1792. Legitimacy is hard to come by and once lost hard to recapture. The sad fact is that only a handful of countries—the U.S., Britain and parts of the Commonwealth, the Scandinavian and Low Countries, Switzerland, perhaps Japan—can claim governments of undoubted legitimacy in the world today.

Neither time alone, nor efficiency, nor a perfect paper constitution can confer legitimacy on a government. Perón can't find it; the Turkish government is earning it; Stalin doesn't even aspire to it. Legitimacy comes when rulers agree to respect, and

the ruled to accept, some common principle. It is an element of confidence and continuity in the national life which makes it possible, even in crises, for a country to be governed with assent.

In the U.S. the symbol of legitimacy is the White House, with strings on it held by Congress and the Supreme Court. No other democracy has an institution quite like our White House, whose occupant, whoever he is, is always and inevitably the most important individual in the U.S. His legitimacy often reveals itself in negative ways—as in the fact that neither MacArthur's warmest admirers nor Truman's warmest despisers questioned for a moment the President's right to fire the general. People who like to make gloomy analogies between late Roman and modern U.S. times, between our proconsuls and Caesar, should reflect on that fact.

In Britain the legitimizing function is still performed by kings and queens. Their power has become wholly nonpolitical, but their influence is stronger than ever. Elizabeth II, besides being queenly and popular in her own right, inherits this prestige, to which the largest recent contributor was her late father.

In other respects her reign could not get off to a gloomier start. Next month a cruel new budget is expected to reduce British living standards still further and to arouse savage opposition from Labor's left wing. The British body politic may well be under its severest strain since Napoleonic times. As citizens of another legitimate democracy we can therefore be glad the British have a focus for their loyalty and a mirror for their resolution.

THE PRIMARIES ARE MORE THAN EYEWASH

When Mr. Truman said the other day that presidential primaries are so much eyewash, our No. 1 machine politician spoke with more candor than discretion. Only five days later he found it expedient to leave his name in the New Hampshire primary, remarking that he favors "a nationwide presidential primary so that the voters could really choose their own candidates."

To the general proposition that more people ought to get in on the act we can all say "Amen." Since we are still a long way from letting the voters choose their own candidates, there is more than a thimbleful of truth in Mr. Truman's "eyewash." Only 16 states now hold presidential primaries. In some of them the process is so loaded with provisos that many voters do not understand what they would be voting for if they took the trouble to vote. So here are some primer facts about the presidential primaries.

The Founding Fathers ordered things more simply. Candidates for early presidential elections were selected by members of Congress sitting in "caucus." But when the club ignored the claims of Andy Jackson, his followers rebelled and overthrew "King Caucus." It was supplanted by the national nominating convention in which all the members of a party were to have some voice. The national convention has not served the country badly. In most cases it has somehow produced a good enough man at the right time. But it is open to abuse by nonconscientious delegates who have frequently been little more than hirelings of bosses. In 1909 the late Charles Evans Hughes, then governor of New York, expressed the frustration that millions still feel: "The ordinary party member who cannot make politics a vocation feels that he is practically helpless, a victim of . . . control by a few."

The remedy, argued Hughes and reformers like him, was for the party to hold an election within itself with a secret ballot—a primary—to select its candidates. The argument prevailed to this extent: a primary is now the rule in most states for picking candidates for every office except that of President. These primaries work reasonably well. But the presidential primary has not worked nearly so well. Practically every state has its own unique system of choosing delegates to the national convention and of deciding how and to what extent the delegates shall represent the party's rank and file.

If you live in Minnesota, for instance, you not only can elect your delegate to the convention but you can direct his vote at the convention. Minnesota delegates are pledged to a particular candidate and must continue to vote for him until he releases them or gets less than 10% of the convention ballots. In Illinois you can elect your own delegate (though not the delegates-at-large) and you can also express your preference between presidential candidates. But the delegate is not bound by your vote. In New Hampshire, which holds the first presidential primary (March 11), the voter expresses his preference for President, and he also elects all the delegates; but it's up to the delegate whether he wants to ask for votes on a pledged, "favorable to," or unpledged basis.

If this sounds complicated, it is. Primary votes have such uncertain and varying significance that they have never observably decided the final choice of the convention.

The nationwide presidential primary which President Truman favors is an old idea once aggressively supported by Teddy Roosevelt, Wilson and La Follette. It would enormously increase the cost of elections (which have already passed the bounds of reason) and it could well weaken rather than strengthen party discipline and responsibility. It would also require a constitutional amendment, thereby raising such a hornet's nest of technical and States' Rights arguments that it is probably academic for the foreseeable future.

On the other hand the state presidential primaries, imperfect and cumbersome though they are, exist and can be extended and improved. It is good news that the people of New Jersey will have their first chance this year to express their direct choice for presidential nominee in the primary. The state primary may not eliminate the bosses but it is still a mighty weapon against being bossed. The primary smokes out a candidate, it forces him to take responsibility for his opinions and for the company he keeps. The winning or losing of a presidential primary does not determine a man's right to seek a presidential nomination. But it affects his chances, for no convention will wholly ignore the preference expressed by the people who, having felt strongly enough to vote in the primary, are pretty sure to vote and maybe even campaign in the election. A vote in the primary is still the best way for the voter to influence the convention.



YOUR CHILDREN will love it
with sandwiches for lunch



YOUR HUSBAND will love it
when he comes home at noon



YOU will love it when you need
something quick, hot and good!

The Soup most folks like best!



No wonder they like it!

A velvety-smooth purée of luscious red-ripe tomatoes...fine table butter...gentle seasonings. Especially good (and how the children go for it) when prepared with milk!



"I couldn't get along without

***Campbell's* TOMATO SOUP!"**

"Of all the soups on my soup shelf, Tomato is the one I use most. It's a real *three-way* soup—perfect as a soup... as a pour-on sauce... and as a cooking ingredient!"

"It's the handiest thing on my kitchen shelf! I use it so much in cooking!"



"As a pour-on sauce over meat loaf, etc."



"As a cooking ingredient in many favorite recipes"



"As a base for zestful spaghetti sauce"

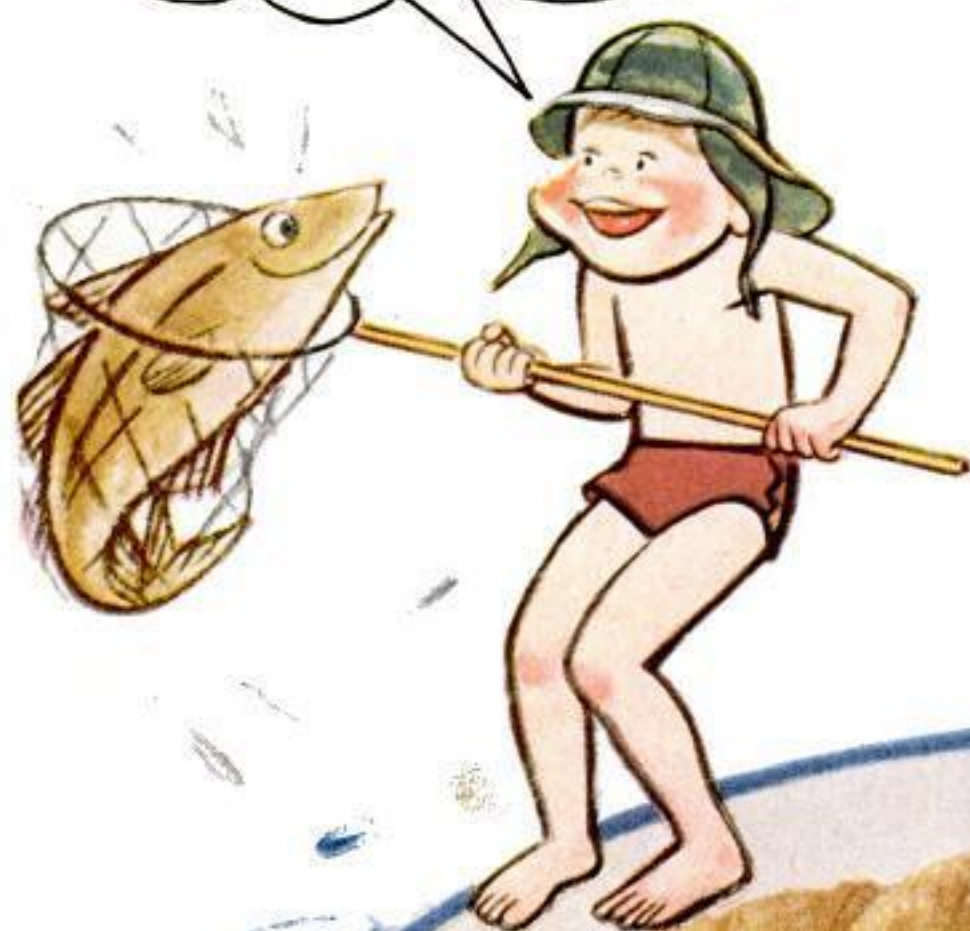


"I make a delicious cake with tomato soup!"

We catch them in the cold, cold Atlantic where the haddock grow sweetest!

We race for port to clean and bone our Birds Eye haddock while they're ocean-fresh!

We quick-freeze them within minutes of landing!



QUICK FREEZER

Every bit is swell eatin'!
No waste!



One pound equals 3 pounds of whole haddock!



**Better Buy
BIRDS EYE!**



It isn't just luck that BIRDS EYE fish outsell the next most popular brand 2 1/2 to 1. You know the reason—they taste better!



What French Fries are thin and crisp and make swell eatin' with fish?

BIRDS EYE
of course!



EASY! Just heat 'em and eat 'em!

PEOPLE



RETURN OF A TREASURE

In January blind and deaf Helen Keller, 71, left her gold watch in a New York taxicab. A specially made timepiece with which Miss Keller could tell the hour by touch, it had been given to her 57 years ago at a birthday party held for her in the house of Alexander Graham Bell. Hearing of the loss, the N.Y. Pawn-brokers' Association checked all their shops and last week turned up the watch. It had been pawned for \$20.



A PRESIDENT'S PLEASURE

Harry Truman is blinded by photographers' flash bulbs more often than any other man in the world. Last week, at a dinner of the Veterans of Foreign Wars, the President playfully held his new gold membership card so that the light would reflect off the card back into the eyes of LIFE Photographer George Skadding. "Let's see how you like it for a change," said the President. Skadding, who got this picture, liked it fine.



PROMINENT FRIENDS SAY FAREWELL TO THE OLD CURMUDGEON

In Washington last week irascible Harold L. Ickes died at the age of 77. Secretary of the Interior in the cabinets of both Franklin Roosevelt and Harry Truman, "the old curmudgeon" had also earned the title of "Honest Harold" and was the possessor of a special talent for invective. Huey Long, he said, had "halitosis of the intellect" and he characterized Wendell Willkie as "a simple, barefoot Wall Street lawyer."

But in spite of his biting unbridled tongue, Ickes had and kept many important friends. Among those who attended his funeral were Drew Pearson (visible over shoulder of pallbearer in foreground), ex-Attorney General Francis Biddle (next to Pearson), Supreme Court Justice Robert Jackson (right, nearest camera), Walter Lippmann (next to Jackson) and Senator Robert A. Taft (on the church steps, top right).

TRY THIS NEW TASTE TREAT!

TABASCO*
Scrambled Eggs

4 eggs ¼ tsp. salt
Milk or cream ⅛ tsp. Tabasco
Butter

• Break eggs and mix with milk, salt and TABASCO. Melt butter and stir in mixture, scraping from bottom of skillet. Serve hot.

Until you try TABASCO, you can't imagine how good scrambled eggs can taste! It's the choice of world-famous chefs. Not just another sauce—but a liquid pepper seasoning that gets its delicious flavor from special peppers, aged 3 years in wood. Get the one and only TABASCO—set it out when you set the table. One drop works wonders!

TABASCO
Made only by McIlhenny Co.,
Avery Island, La.

FOR SAMPLE OF TABASCO, send name, address and 10¢ for handling to Tabasco, Dept. L-B, Avery Island, La.
*Trademark Reg. U. S. Pat. Off.



How should you tell your daughter?

If you are the mother of a pre-teen daughter, you'll find helpful guidance and reassurance in the new, unique booklet, "How Shall I Tell My Daughter?"

For here, at last, is a booklet to help mothers explain menstruation more easily and understandingly to their daughters.

Written under the direction of leading physicians and educators, this sympathetic, kindly booklet advises you how . . . what . . . and when to tell your young daughter. Tells you how to approach the shy girl . . . the one who appears disinterested . . . or has learned false "facts." Beautifully illustrated.

A copy will be sent to you, free of charge, by the makers of Modess.

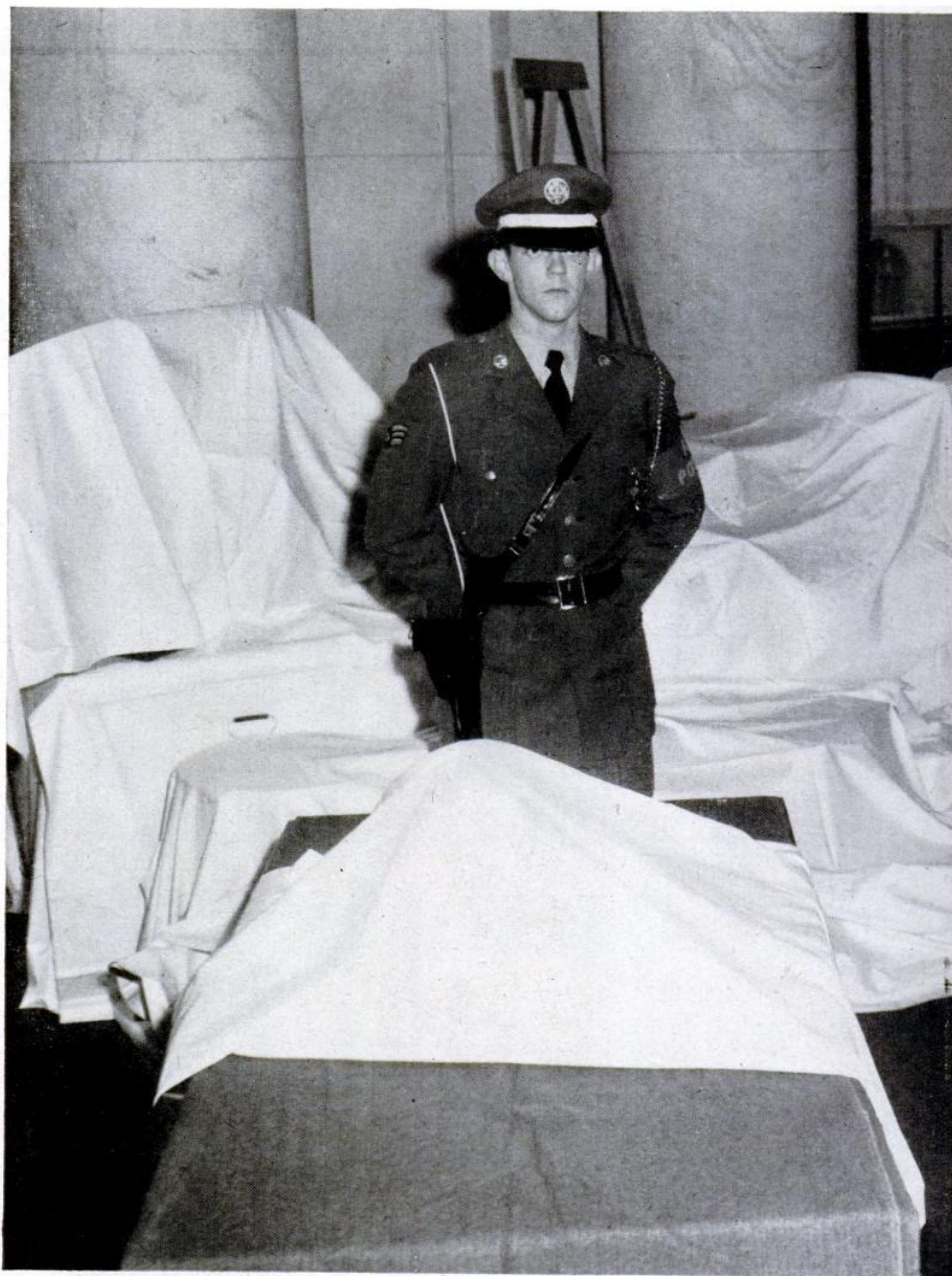
Address request to Miss Anne Shelby, Box 5235-2, Personal Products Corporation, Milltown, N. J.

THE OBJECTIVE: \$52.1 BILLION

**Military shows why costs are up
but congressmen ask about waste**

In an election year the federal budget is traditionally fair game for congressmen out to protect "the long-suffering taxpayer." This year 60% of the budget (\$52.1 billion) is earmarked for the military. To justify this colossal amount and beat off congressional attacks, Defense Secretary Robert Lovett last week went before a Senate subcommittee hearing. His strategy was properly military. It consisted, reported New York *Time's* James Reston, of "overwhelming and silencing the opposition in the shortest possible time. Some time around dawn an advance patrol reconnoitered the target. The Army transportation boys started moving in bomb sights, antiaircraft guns, mines . . . covered with white sheets like the parlor furniture during vacation." Detailing to the congressmen the difference in price between today's weapons and their World War II counterparts, Lovett and his men proved that the cost of keeping ahead in today's armament race, though staggering, was unavoidable. No one suggested a return to cheaper, less effective weapons.

But the taxpayers' friends in Congress were not to be overwhelmed so easily. "Look at the waste," was their battle cry. For the best example of military boondoggling they went after procurement, although even here they could expect to make only a small dent in the \$52.1 billion. Representative Hébert was ready with displays (*opposite page*) showing the results of the outmoded, inefficient supply programs under which each service usually buys for itself instead of through a single defense purchasing agency. The military could point to their own economy efforts (*pp. 48, 51*). But the simple fact remained that today the cost of killing had gone up even faster than the cost of living.



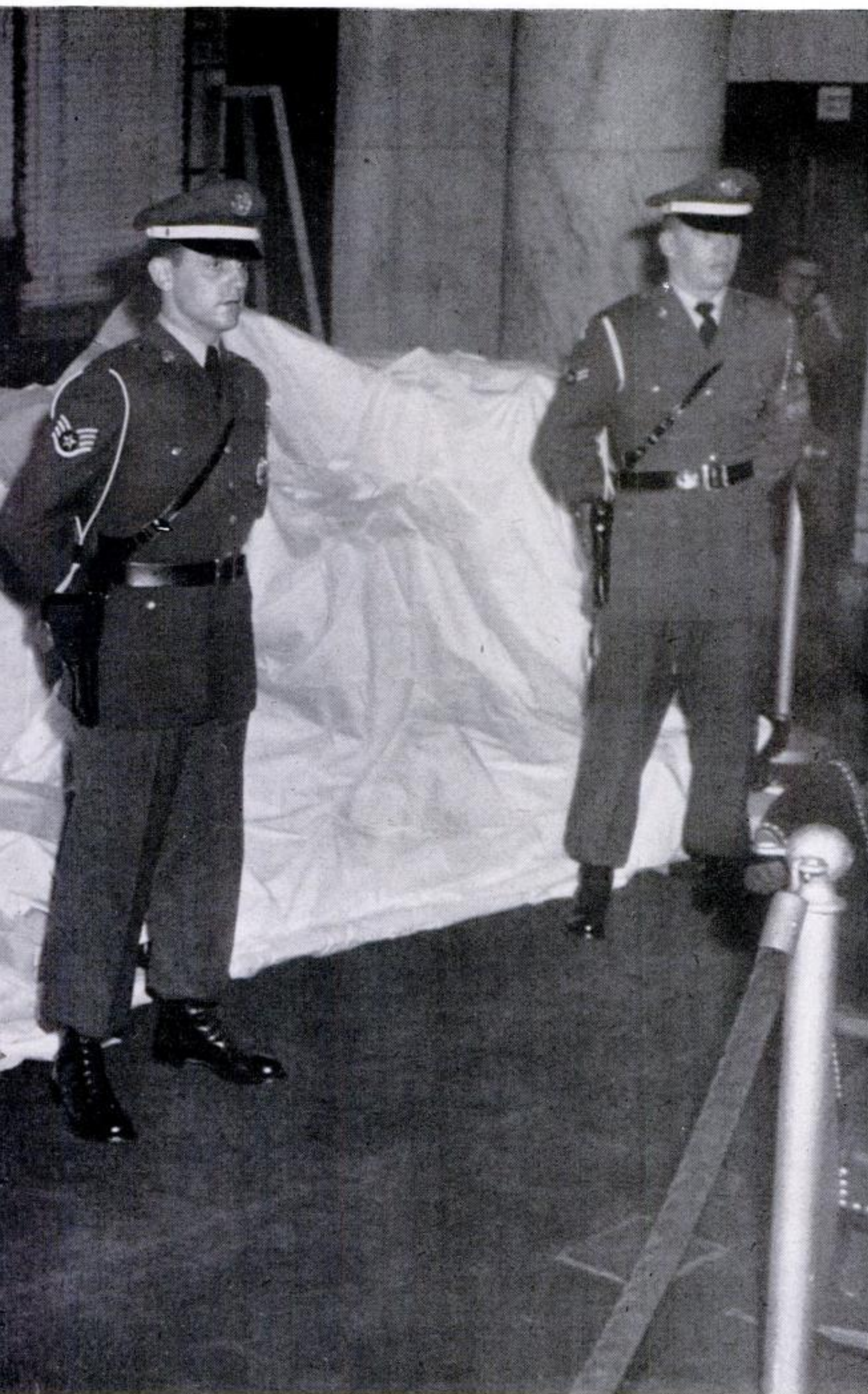
SHROUDED AND GUARDED, WEAPONS AWAIT COMMITTEE. NORDEN BOMB SIGHT (LEFT, FOREGROUND)



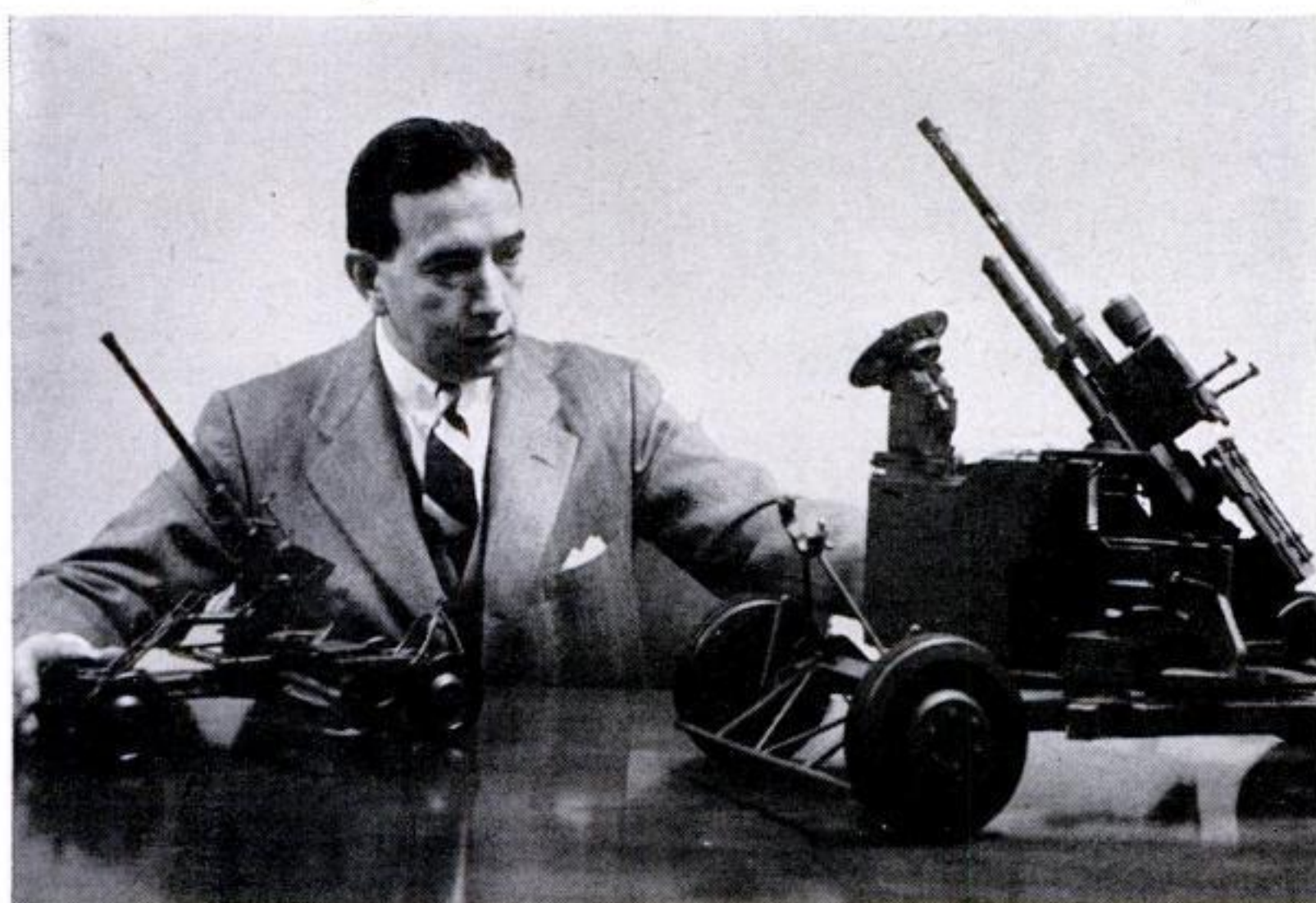
BOMB SIGHTS are shown by Defense Secretary Lovett (*right*) and Air Secretary Finletter. The Norden sight cost \$8,000; new K-1 radar sight costs \$250,000.



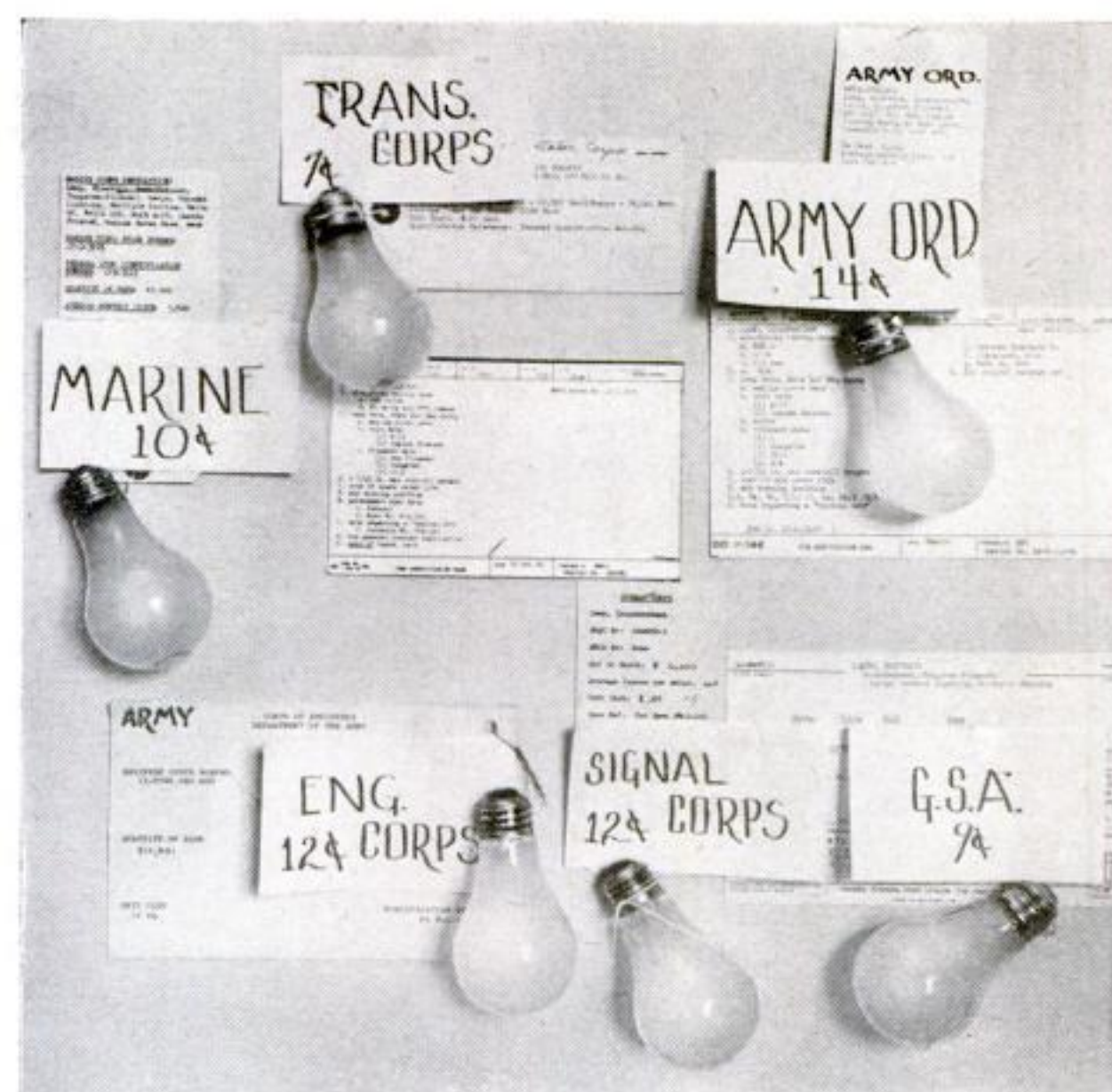
ANTIPERSONNEL MINES are Assistant Army Secretary Karl Bendetsen's pride. New mine (*right*) weighs 4½ oz. to old mine's 15 lb., costs a third as much.



WAS LATER UNCOVERED. THE NEW K-1 (LEFT, BACKGROUND) STAYED PARTLY HIDDEN



ANTIAIRCRAFT GUNS are displayed in model form by Bendetsen. Old 40-mm costs \$10,000. The new radar-controlled Skysweeper, secret until now (right), costs \$275,000.



LIGHT BULBS, all 60-watt, are bought by military at four different prices and by civilian General Services Administration (bottom, right).



PILLOWS also vary greatly in price with the Army's small size costing the least. Congressmen wanted to know why others cannot use it too.



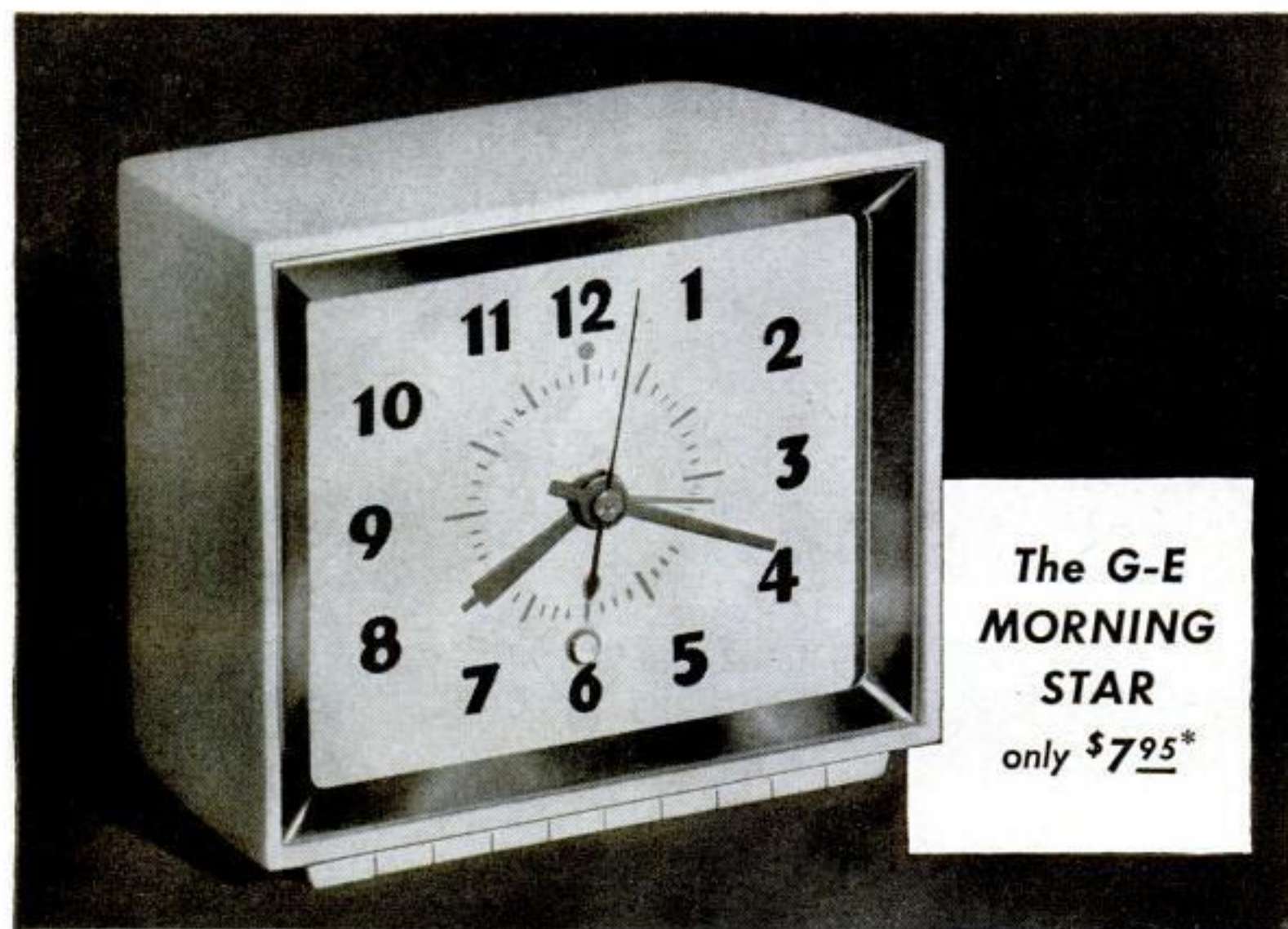
SHOES are another good case for congressmen. Military can partially explain price variations by saying items were bought at different times.

Why be a slave to clock winding?

Only \$4.95 buys a G-E Electric Alarm!
Accurate! Silent! Nothing to wind...ever!



That low, low price on the Wink will surprise you, if you've been thinking that electric clocks are expensive. Only \$4.95! And what a sturdy little beauty the Wink is! No "ticking" to bother your sleep. This trim, modern-shaped electric alarm is silent as a mouse. Graceful sweep-second hand. Perky red alarm-set hand. Husky numerals for easy seeing, too.



"Sure you've set the alarm?" The Morning Star has a jewel light which tells you the alarm is set to wake you. It also doubles as a reassuring night light. From the Morning Star's recessed, frame-like case, the dark hands and numerals and red minute-dots stand out attractive and strong.

No! Bedrooms weren't made to wind clocks in! Get a G-E Electric Alarm Clock today. General Electric Company, Bridgeport 2, Connecticut.

*Plus applicable taxes. Prices subject to change without notice.

Why wind a clock today? Get a General Electric Clock and forget it!

GENERAL  **ELECTRIC**

Military Costs CONTINUED



48,000 CARDS are only a small part of the master purchasing catalog for all services now being compiled under Rear Admiral Joseph W. Fowler (above). Each of these 48,000 cards gives specifications for a different type of resistor (a device to regulate the flow of electricity in a circuit) now purchased by the military. Under the present system in which each service keeps its own catalogs and duplicates the others' purchasing, there were over 100,000 types of resistors listed, many of which, though differently named, were exactly alike. With the combined catalog, standardization among services will be facilitated.

CONTINUED ON PAGE 51

Only the *New*

Sunbeam MIXMASTER

MODEL 10 AUTOMATIC

REG. U. S. PAT. OFF.

gives you all these advantages!

**LIGHTER...HIGHER...
FINER TEXTURED
CAKES!**

*More even mixing and
greater aeration with
these new, exclusive*

BOWL-FIT BEATERS!

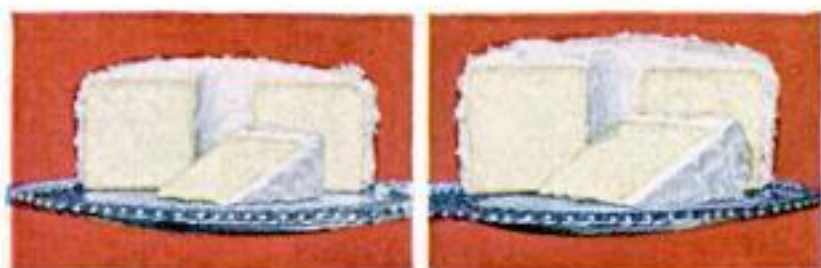


**POWERFUL
MOTOR**

New patented-governor controlled POWERFUL motor. The beaters never vary the mixing speed for which they are set whether the batter thickens-up or thins-out. You get EVEN mixing at all times.

See how all the batter is carried into and through the new large BOWL-FIT BEATERS—how their surfaces conform to the contours of the bowl. No piling up of dry ingredients on the outer edges. No unmixed whirlpools. No by-passed pockets. All the batter gets a thorough, even mixing in LESS TIME—*automatically*.

The larger outside BOWL-FIT beater is curved to fit the contour of the bowl all the way to the bottom. The larger inside BOWL-FIT beater is shaped to cover the flat bottom surface all the way to the center. You get these exclusive Bowl-Fit beaters only in the new Model 10 Automatic Sunbeam Mixmaster.



Made with
ORDINARY FOOD MIXER Made with NEW
Sunbeam MIXMASTER

The above actual photograph shows sections of angel food cakes made in baking tests with the best of the ordinary food mixers and with the new Sunbeam. You can SEE and TASTE the difference when your food mixer is the new Sunbeam Mixmaster. Sunbeam Mixmaster's higher, lighter, finer textured cakes are a result of the better mixing and greater aeration the new larger Bowl-fit beaters give you.

*Give Sunbeam
and you give
the finest*



- 3 BEATING - WHISKING
- 4 MIXING - FOLDING
- 5 WHITE SAUCE PUDDING
- 6 WHIPPING POTATO
- 7 BEATING MAYONNAISE AND SALAD DRESSING
- 8 CREAM BUTTER SUGAR WHIPPING CREAM
- 9 JUICING

Famous
**MIX-FINDER
DIAL**

You have the perfect, scientifically-correct mixing speeds right at your fingertips. They are all plainly indicated on the new convenient Dial. EASY-TO-SEE, EASY-TO-SET.

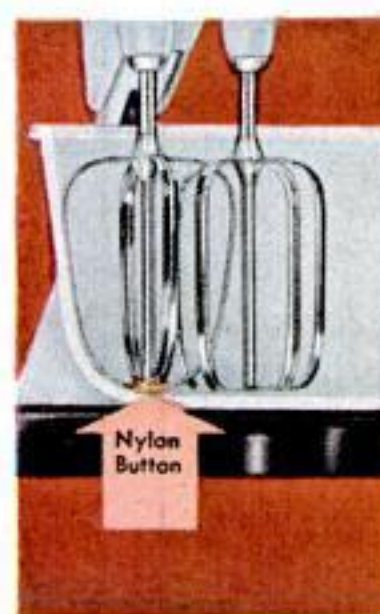
**NEW, LARGER
HEAT-RESISTANT
BOWLS**

Both bowls are now larger. The large bowl now holds 4 quarts for generous quantities of batter.



**AUTOMATIC
JUICE
EXTRACTOR**

Oscillating strainer automatically joggles the juice out of the pulp. Faster. Easier-to-use. Easier-to-clean. You don't attach this juicer—just turn down handle and set it on cone.



**AUTOMATIC
BOWL-SPEED
CONTROL**

A nylon control button automatically keeps beater-speed and bowl-speed uniform at all times. The bowls revolve by themselves. No hand turning.



**AUTOMATIC
BEATER-
EJECTOR**

Tilt the handle—out drop Bowl-fit beaters individually, for easier cleaning. No pulling. No messy fingers. An EXCLUSIVE Mixmaster advantage.

Let your own taste **discover** the difference in whiskies...

Why not decide for yourself which whiskey *really* gives you the greatest enjoyment? Make a simple 60-second taste test and discover which whiskey is smoother, mellower . . . truly free from bite, burn or sting.

We're convinced that you will pick Calvert

Reserve, because its *smoother, mellower, always uniform* flavor is carefully blended to a taste determined by a "Consumer Jury" made up of thousands of folks like you.

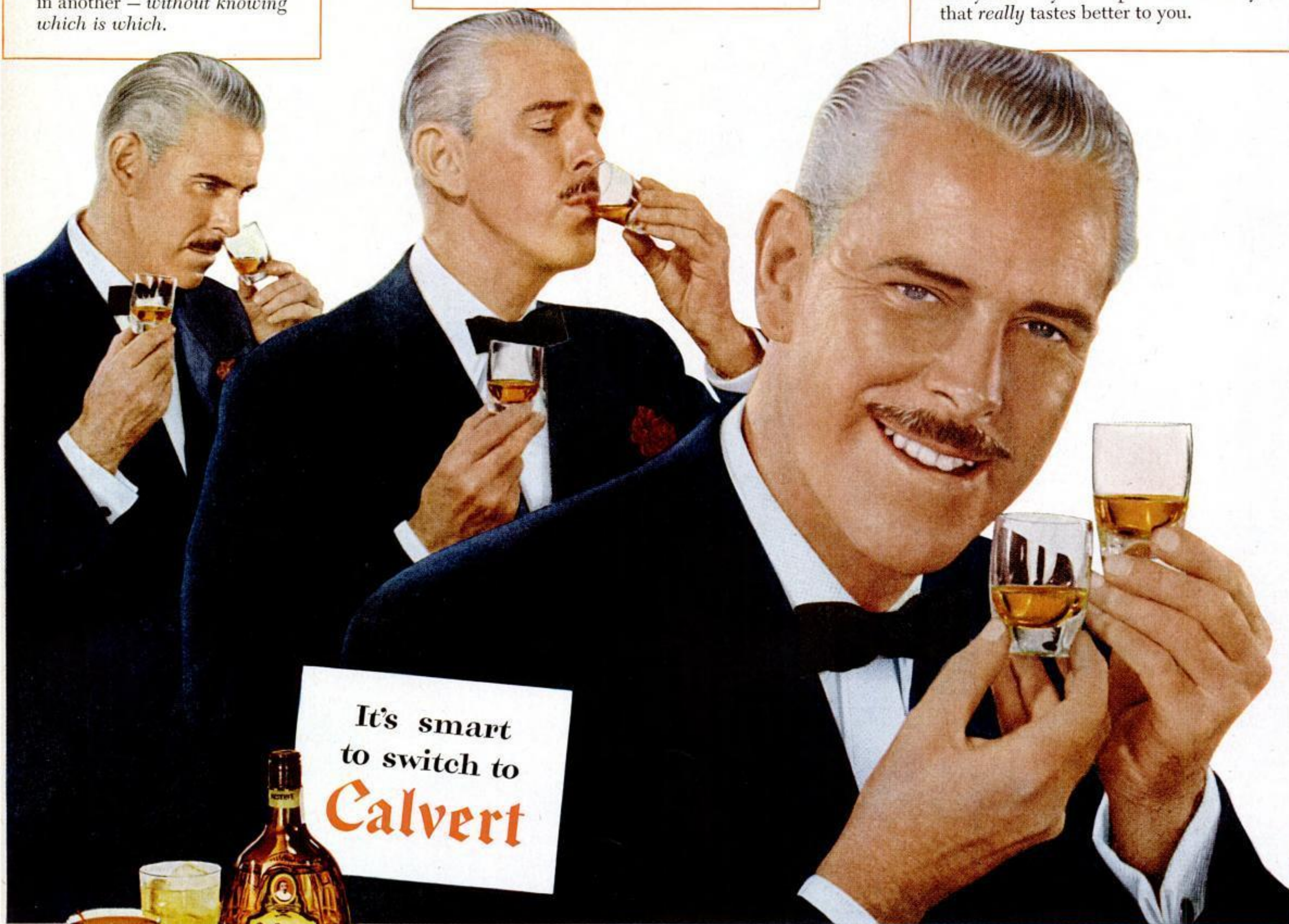
But if you still prefer some other brand, stick with it. *Fair enough?*

Here's how to **BE YOUR OWN WHISKEY EXPERT**

1. Have $\frac{1}{4}$ oz. of Calvert put in one glass and the same amount of any other whiskey in another — *without knowing which is which.*

2. Sniff one brand for *aroma*. Taste it critically for *smoothness*. Swallow carefully to judge its freedom from harshness.

3. Taste the other whiskey in the same analytical way—then pick the whiskey that *really* tastes better to you.



It's smart
to switch to
Calvert

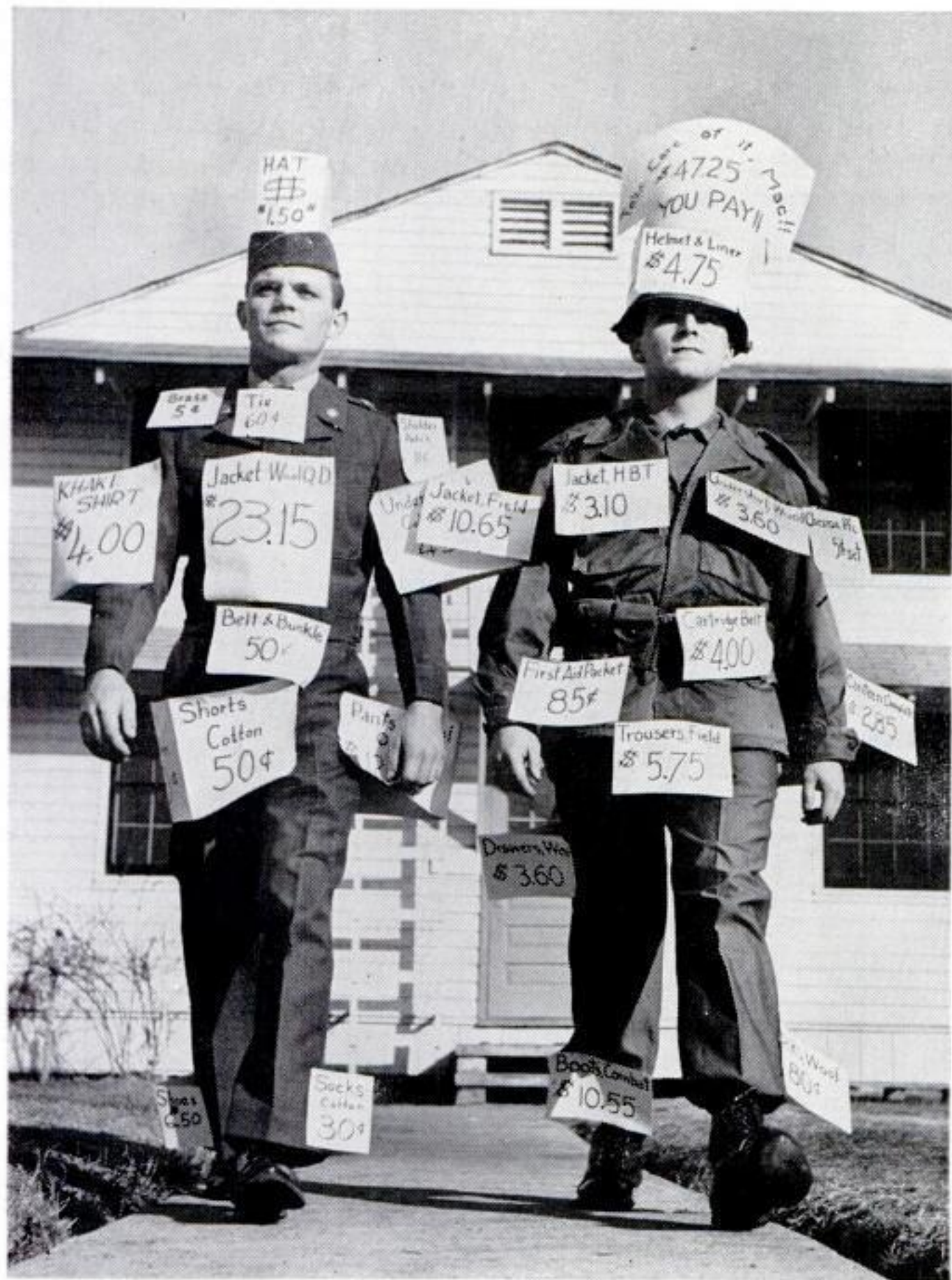


Calvert Challenges Comparison

with any whiskey... at any price!

CALVERT RESERVE BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY

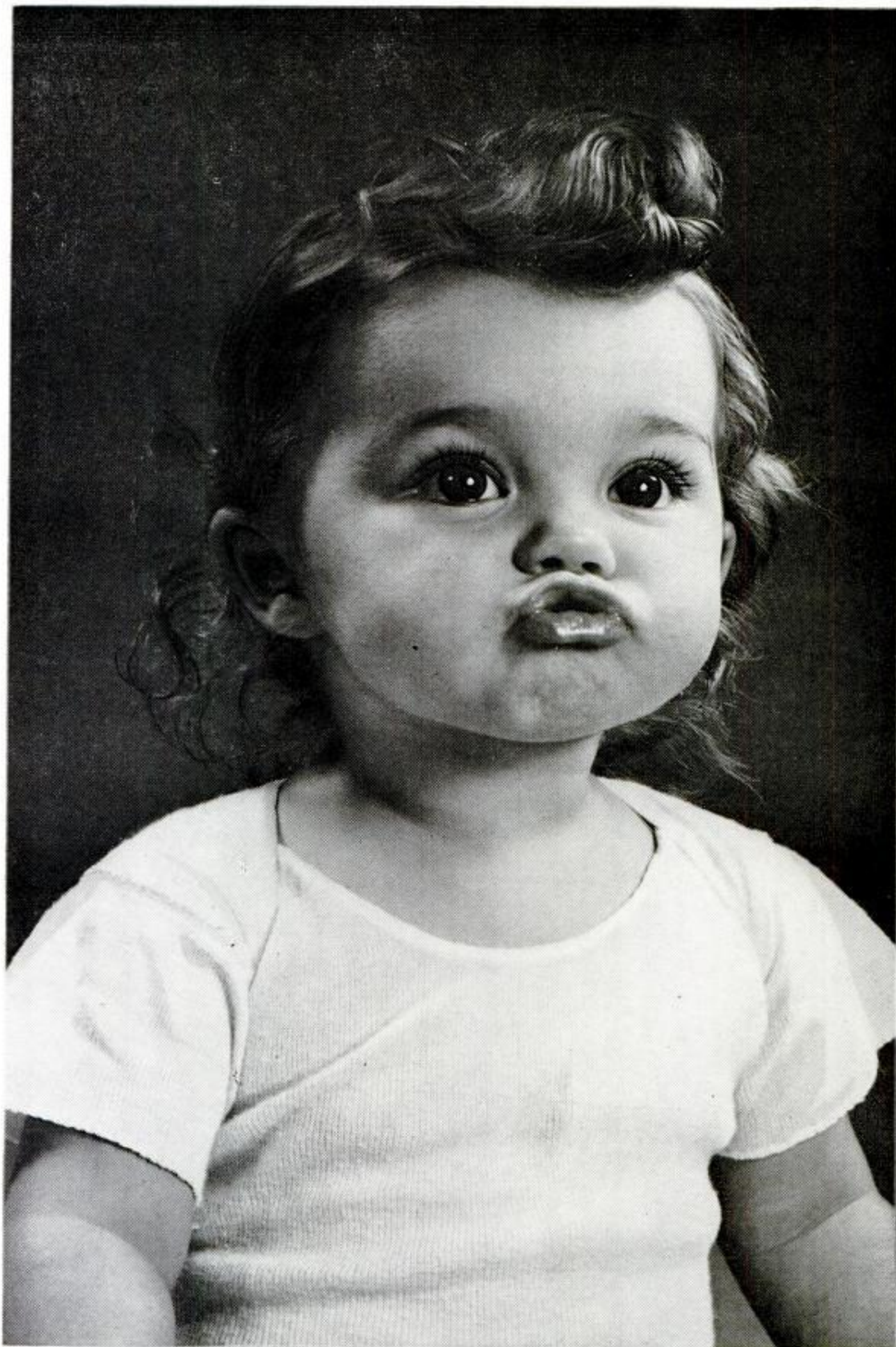
THE SOLDIERS GET INTO THE ACT



PRICE-TAGGED SOLDIERS at Fort Benning, Ga. show troops how much each part of uniform costs. These two men are wearing \$97.41 worth of clothes.

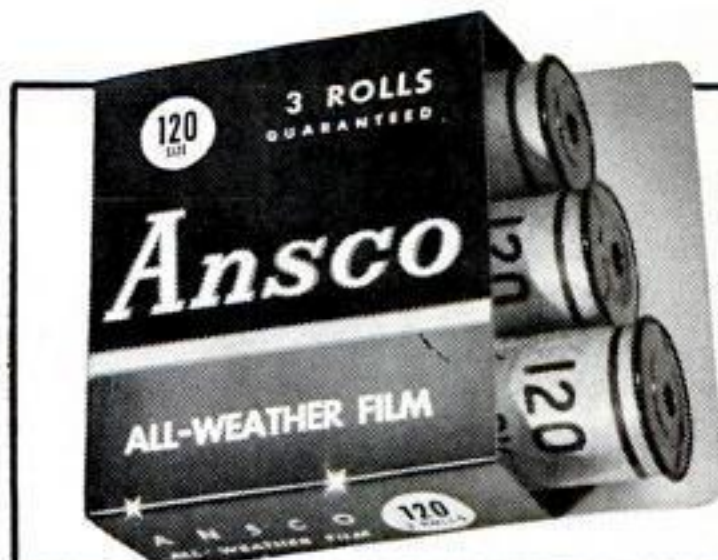


REAR VIEW makes sure point is not missed. At Fort Benning (value: \$226 million) most equipment was tagged from guns (\$15,642) to GI's lunch (46¢).



RAIN or SHINE, Only ANSCO Guarantees Perfect Snapshots!

Yes, you call them *perfect* or you get a *new roll free!* Indoors or out . . . in any weather . . . in any camera . . . any time! Don't trust to luck with ordinary film. Now, get clear, sparkling snapshots every time . . . at no extra cost! Ansco All-Weather Film gives the results you want, or return the negatives with the guarantee bond for a new roll free. Remember, only Ansco makes this guarantee! At dealers—everywhere!



ALL-WEATHER FILM

You **SAVE 15¢**
with the
3-ROLL ECONOMY PAK!
(Also available in single rolls)

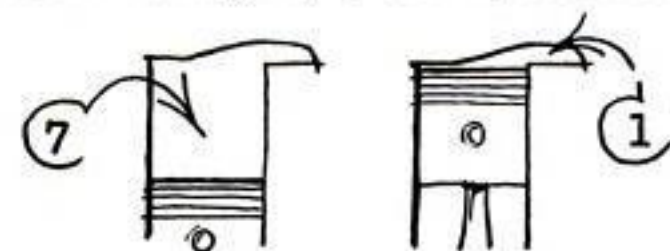
ANSCO, BINGHAMTON, N. Y. A DIV. OF GENERAL ANILINE & FILM CORP. "From Research to Reality"



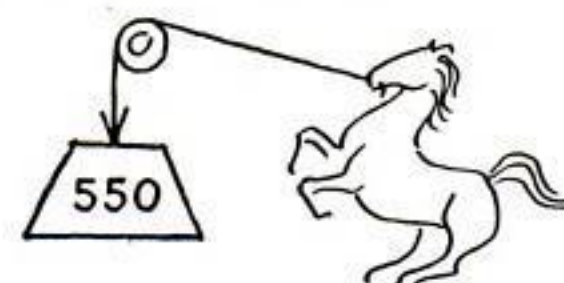
In a car

For example...

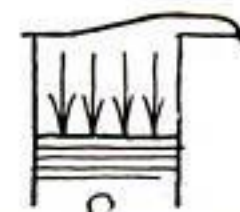
Value is a high-compression engine... you can tell how high by the compression ratio.



A compression ratio of 7.0 to 1, for instance, is considered high. The 7.0 to 1 means that the fuel-air mixture is compressed to one-seventh of its volume before it's ignited. High compression "squeezes" top performance from every drop of gasoline.



Value is horsepower too. One horsepower is the amount of power that would lift a 550-lb. weight at the rate of one foot per second. Plymouth has a 97-horsepower engine with a 7.0 to 1 compression ratio.

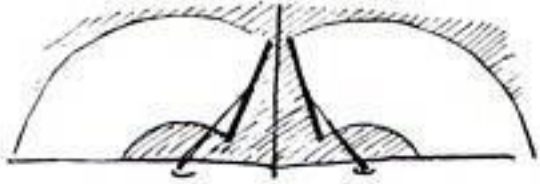


Value is also the way power is exerted. Combustion in the cylinder head should take place evenly and smoothly. The 1952 Plymouth is introducing an advanced engine head design that adds new smoothness and quietness to the flow of power.

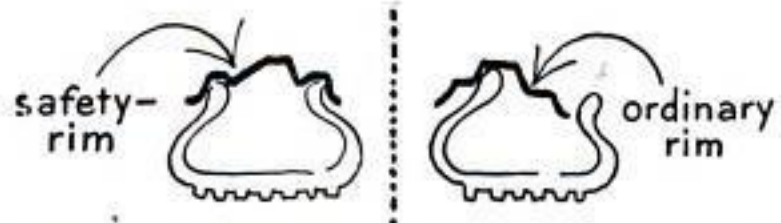


Value is a starter that doesn't "kick out" at the first engine response, but follows through for a moment to give extra assurance of fast starts in all weather. This is another new feature being introduced in the Plymouth — which starts, as you may know, when you turn the ignition key, with choking done automatically.

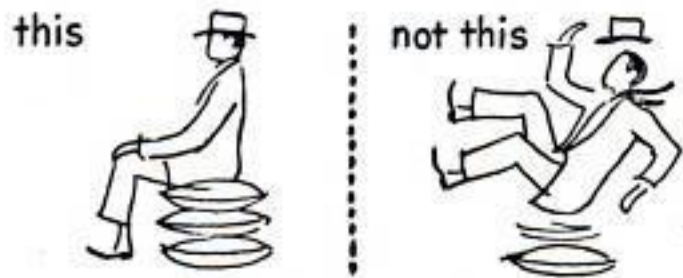
Value is a lot of things



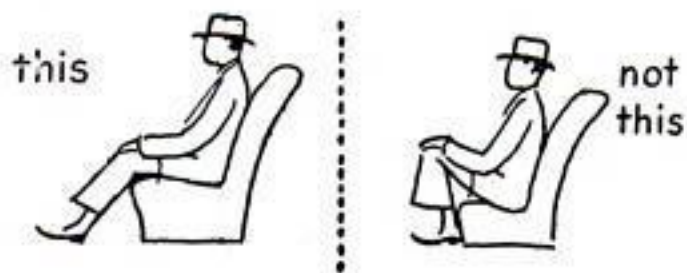
Value is the *electric* windshield wiper. Unlike the vacuum type, the electric doesn't slow down when you're climbing a hill or accelerating.



Value is a Safety-Rim Wheel that protects you in case of a blowout by holding the deflated tire firmly on the rim while you slow to a safe, controlled stop.



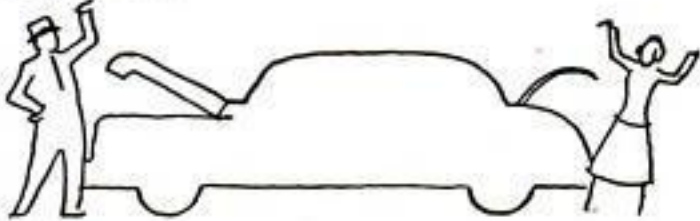
Value is the Oriflow shock absorber that gives you nearly three times the cushioning power of the ordinary type.



Value is a chair-height seat that lets you sit up naturally, with legs and back fully supported, both in front and rear seats.



Value is small but thoughtful details like a window regulator that raises or lowers your window easily in *two* turns, not four, or five, or six.



Value is a counterbalanced trunk lid that lifts at a finger-touch and stays up without

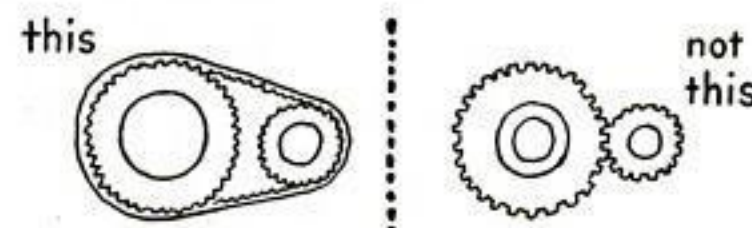
bothersome side supports. And a counter-balanced hood too.



Value is a door opening high enough so it doesn't mash your hat or bash your head when you get in or out. Also, doors that open *wide*.



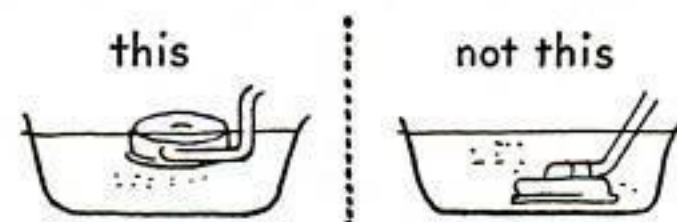
Value is the extra durability of special, super-hard exhaust valve seat inserts. They postpone the need for valve grinding for thousands of miles.



Value is a chain drive instead of a direct-gear drive for the camshaft. The chain spreads the contact over many teeth, instead of just a few, keeps wear to a minimum and provides quieter operation.



Value is an Oilite fuel filter instead of the conventional sediment bowl. Located right in the gasoline tank, the Oilite filter screens out water as well as dirt, protecting the entire system against freezing and clogging.

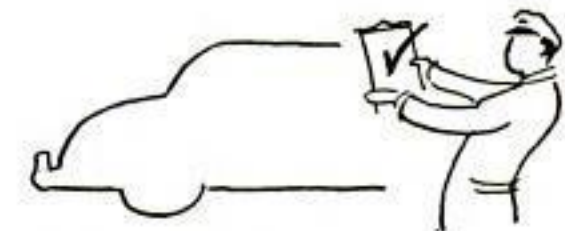


Value is an oil intake that floats just below the surface of oil in the crankcase, avoiding any sediment on the bottom, drawing in only the clean oil that means long engine life.



2 cylinders

Value is the extra control of *two*, instead of one, hydraulic cylinders in the front brakes, where consistent, even action is important on a quick stop. It's also Cyclebond brake linings that wear longer and provide more braking surface than a riveted type.



Value is good *service*, too. Service ought to be (1) available everywhere and (2) in step with engineering advancements. With over 10,500 Plymouth dealers—more than for any other make of car—you'll find Plymouth service in every community. Over 70,000 Plymouth servicemen are members of the Master Technicians Service Conference. This is "postgraduate" education in the latest mechanical developments and service methods . . . in the fastest, surest, lowest-cost way of finding what needs to be done — and doing it properly.



We've covered just a very few of the things that contribute to car value. Wouldn't it be a good idea, before you spend your money, to see which car gives you the biggest package, for the money, of features like these? Your nearby Plymouth dealer would like to tell you more. Then he'll arrange to have the Plymouth itself do some talking — with a demonstration drive.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

PLYMOUTH

Equipment and trim are subject to availability of materials



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Chlorophyllin, nature's magic deodorant, now in Ken-L-Ration, Ken-L-Biskit, and Ken-L-Meal. Make your dog a closer friend, without the bad breath and body odors that may offend you and others.



END DOG ODORS!

FEED YOUR CHOICE !

All 3 now contain miracle deodorant Chlorophyllin !



Ken-L-Ration . . . with chlorophyllin. Packed with lean, red, U. S. Govt. Inspected horse meat. Ready to serve, in regular can or new jumbo jar.



Ken-L-Biskit . . . with chlorophyllin. The meat-flavored biscuit with a real meat meal baked in. In 2, 4, 25 and 50 lb. sizes.



Ken-L-Meal . . . with chlorophyllin. Thrifty, protein-rich—made with real meat meal. In 2, 5, 25 and 50 lb. sizes.

—just by feeding these nutritious dog foods!

easy! No extra work . . . no extra cost! You just feed your dog a daily diet of these meaty, appetizing dog foods . . . now fortified with *chlorophyllin*, the miracle deodorant.

fast! Odors vanish like magic from your dog . . . often after first day's feeding. Guaranteed to rid your dog of bad breath and offensive body odors after 7 days' feeding . . . or your money back!

complete nutrition! Your dog will love the meaty sniff appeal of these famous foods . . . will thrive on their hearty, complete nutrition. The added chlorophyllin is simply a remarkable extra benefit . . . nature's own magic deodorant substance, "harmless as a lettuce leaf" to everything but offensive odors.

they're at your dealer's now — the only complete line of dog foods that deodorize as they nourish!

GUARANTEED
to rid your dog of offensive odors!

Easy 7-day test proves it . . . or your money back! If after an exclusive feeding of Ken-L-Ration, Ken-L-Biskit or Ken-L-Meal (or any mixture or combination of these three) for 7 days, you are not completely satisfied in every way with the nourishment and deodorant benefits, your purchase price will be refunded. This guarantee applies only if Ken-L-Products are fed . . . exclusively . . . without diluting or supplementing with other type foods. The Quaker Oats Company, Ken-L-Products Division.



ON MT. TYLER, WASH. SURVIVORS OF A CRASHED B-17 WAIT FOR HELP NEAR WRECKAGE. MAROON DYE SIGNAL SPELLS OUT "NEED LAND P" (FOR PARTY)

IN THE WAKE OF AIR DISASTER

The West adds two more wrecks

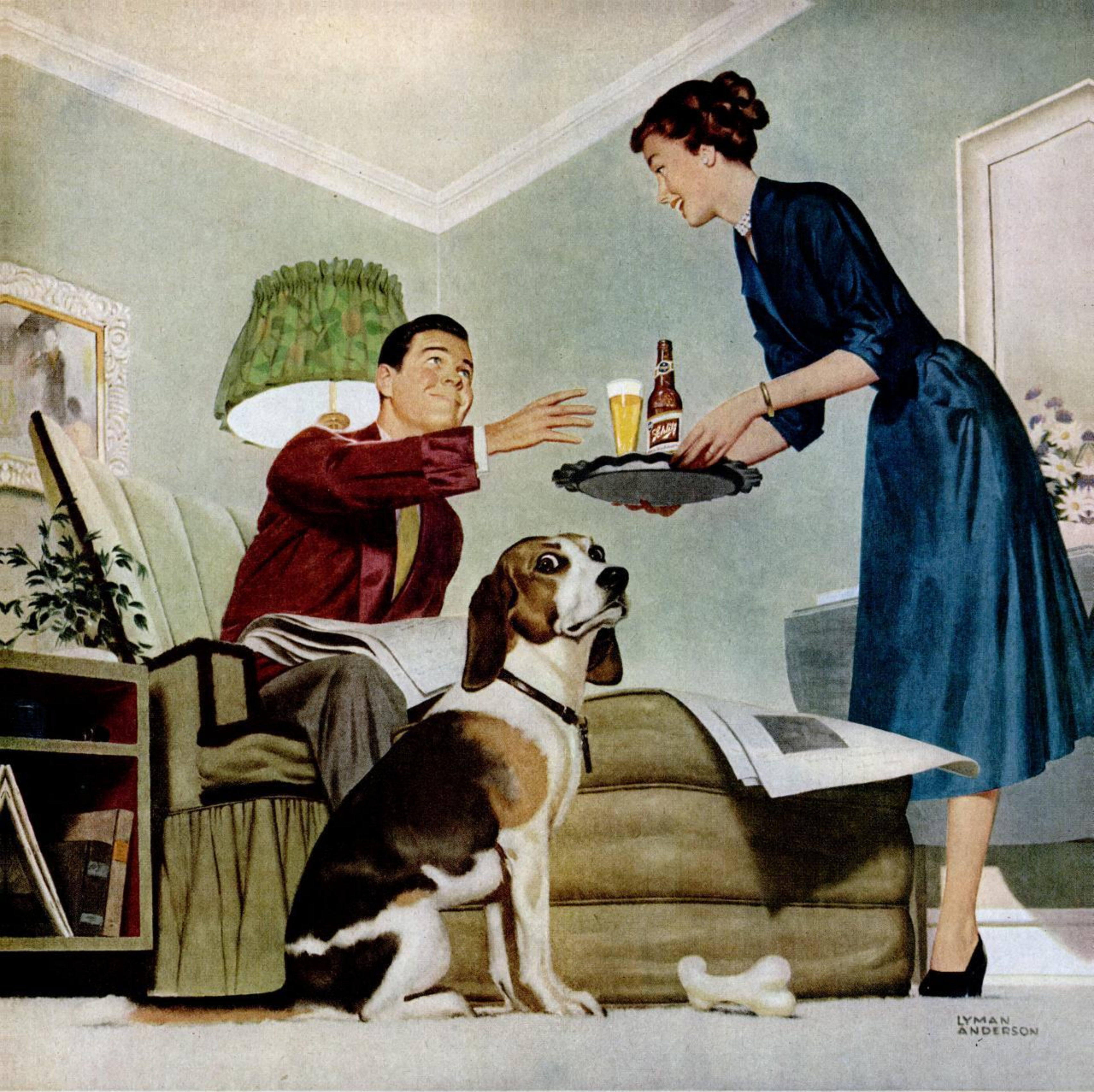
To the hundreds of plane hulks lying battered in the treacherous, blizzard-ridden mountains of the American West have been added recently the two wrecks shown on this page. Above, on Mt. Tyler, Wash., is what is left of an Air Force B-17 which, returning from a futile search for survivors of another crash, plunged into the 6,359-foot summit during a blizzard. Cataapulting over the mountain's peak, it careened through the snow down to the 5,000-foot level and finally burst into flame. Five of the eight-man crew escaped, including the copilot, Captain Kenneth Sentner, who took the picture.

At the right is the twisted fuselage of an Air Force C-47 which hurtled into the sandstone face of an Arizona mountain. All of the 28 people aboard, including 19 West Point cadets, were killed. As is customary in the Southwest, where some 235 wrecked civilian and military planes are lying about, it is being painted with yellow crosses indicating to all pilots flying overhead, who might think it a new disaster, that the crash has already been found and reported.



WRECKAGE OF A C-47, in which 19 West Point cadets were killed, lies on rocky slope of Mt. Armer,

Ariz. Crosses on the tail and side of crunched fuselage show planes passing over that it is an old crash.



LYMAN
ANDERSON



"I thought I was his favorite!"

This prideful pup should be flattered to find that Schlitz is his master's choice in beer. No other beer in this man's world enjoys a more faultless pedigree—a special *taste* that millions prefer and new millions are discovering every day.

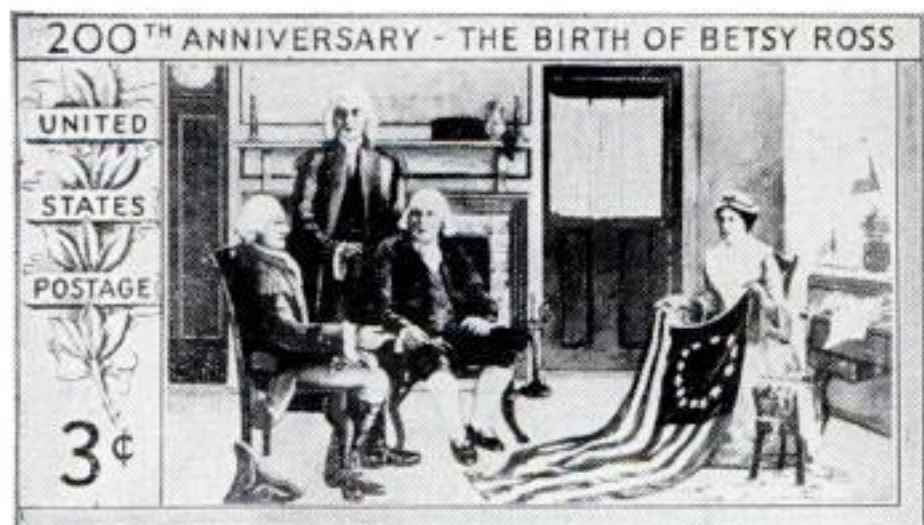
Schlitz tastes so good to so many people,
it's first in sales in the U.S.A.

RADIO HEADLINER: "The Halls of Ivy", with the Ronald Colmans, Wednesdays, NBC.
TELEVISION HIT: "Schlitz Playhouse of Stars", Fridays, CBS-TV.

The Beer that made Milwaukee Famous

© 1952, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.

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BETSY ROSS STAMP IS PRINTED IN CARMINE RED

A STAMP IN HONOR OF BETSY ROSS...

This year the post office issued a Betsy Ross stamp (above) designed from a painting shown at right by the painter's son. Promptly the post office found itself in a historical argument: did Mrs. Ross really sew the first Stars and Stripes? According to legend, George Washington, in June 1776, entered the upholsterer's shop in Philadelphia of the seamstress Betsy Ross. Producing a sketch of a flag, Washington asked Mrs. Ross if she could reproduce it in bunting. Mrs. Ross noticed the flag had six-pointed stars. The general explained that he thought they were easier to make. Folding a piece of paper, Betsy Ross with a single snip of her scissors made a five-pointed star. The general settled on five-pointed stars. The next day the first Old Glory was delivered. On June 14, 1777 Congress authorized it as the flag of the United States.



LEGEND'S SUPPORTER, VEXIL DOMUS WEISGERBER, ROSS HOUSE CURATOR, SHOWS FATHER'S PAINTING



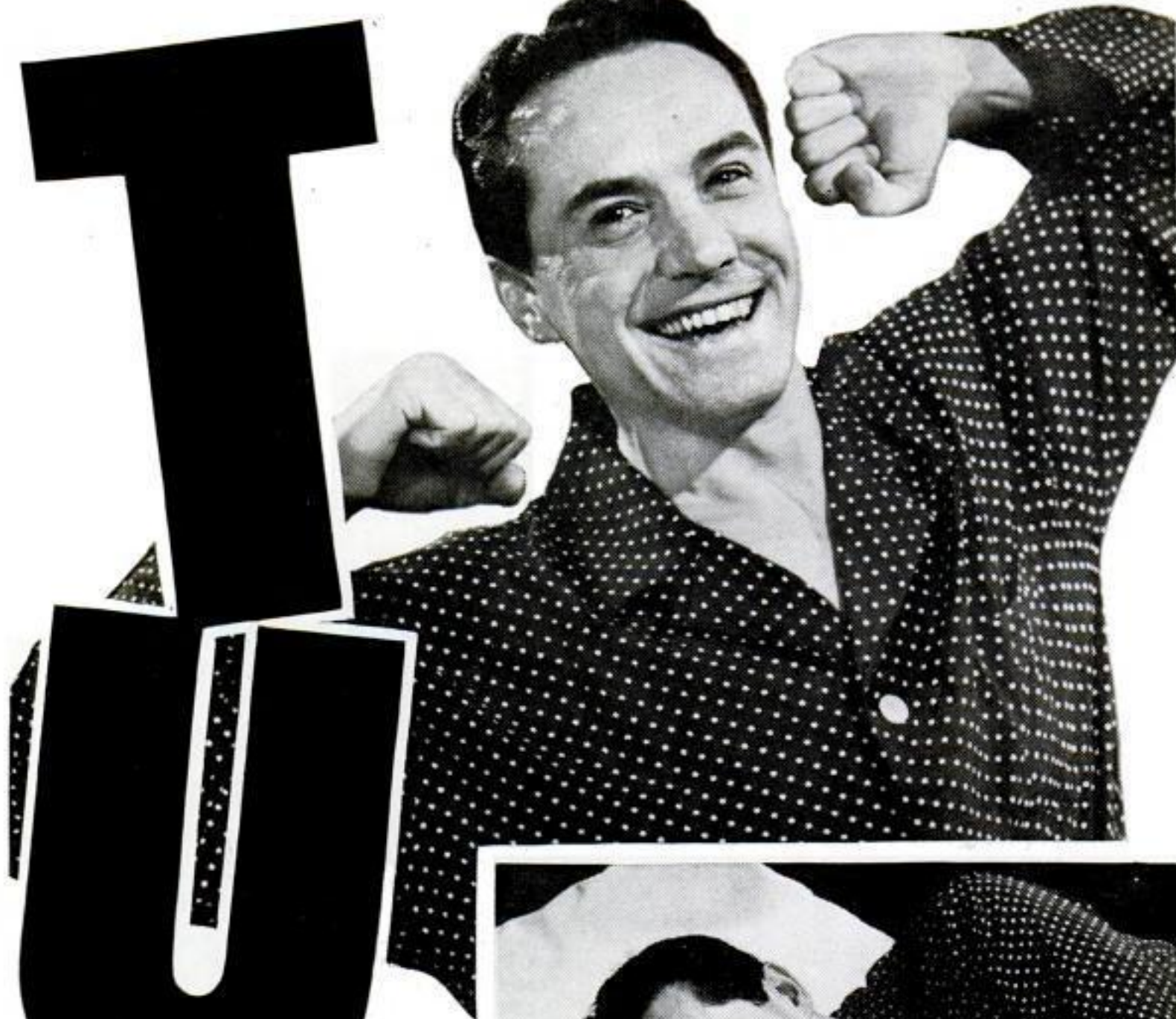
LEGEND'S DEBUNKER, MORRIS SCHNAPPER, ARGUES AGAINST THE VALIDITY OF THE BETSY ROSS STORY

... REVIVES A FIGHT ABOUT OLD LEGEND

The man from whose painting the new stamp was designed was Charles H. Weisgerber, first curator of the Betsy Ross House on Arch Street, which is now a shrine in Philadelphia (p. 60). Mr. Weisgerber, whose painting won a \$1,000 prize at the world's fair in Chicago in 1893, was an ardent believer in the legend. He even named his son, who was born in the house, Vexil Domus, which is Latin for "flag house." Vexil Domus Weisgerber, who succeeded his father as curator, has run into violent opposition, headed by Morris B. Schnapper of Washington (left), editor of the Public Affairs Press, who branded the story a "myth," deplored giving it "official credence" and found paintings of the legend (p. 58) full of historical faults. Mr. Schnapper was on sound scholarly ground. Betsy Ross is known to have been a flagmaker and to have sewn a flag for the Pennsylvania Navy. But the first public claim that she had done the Stars and Stripes was not made until 1870, when a grandson told it as a family story. There is no documentary evidence to support it. The design of the flag, which evolved out of various colonial flags, is generally credited to Francis Hopkinson, poet and signer of the Declaration of Independence.

The post office was more lenient than Mr. Schnapper on the old legend. "Even if it is a myth," said a postal official, "it is a pleasant one. We can't disprove it, so why not accept it?"

Wake Up Feeling Like a Million



Thousands now enjoy refreshing
NATURAL sleep EVERY NIGHT!

Why toss and turn, when 1 or 2 TUMS can so easily relieve the acid indigestion that keeps you awake? Almost instantly Tums neutralize excess acids; soothe and sweeten your stomach; give the heave-ho to heartburn, gas. And remember, the sleep that follows Tums is sound, *natural* restful sleep. Tums contain no soda. Tums cannot over-alkalize or irritate delicate stomach or intestinal lining. Keep Tums handy always. Eat like candy mints.

AFTER BREAKFAST!

Take one or two Tums to calm your stomach, ward off heartburn, gas. See if you don't feel better.

WHEN YOU SMOKE TOO MUCH!

Sweeten mouth and stomach with one or two Tums and smoke-up. Always keep Tums handy.

AFTER OVERINDULGENCE!

Food too rich? Eat or drink too much? Take 1 or 2 Tums to relieve resulting gas, heartburn, acid indigestion.

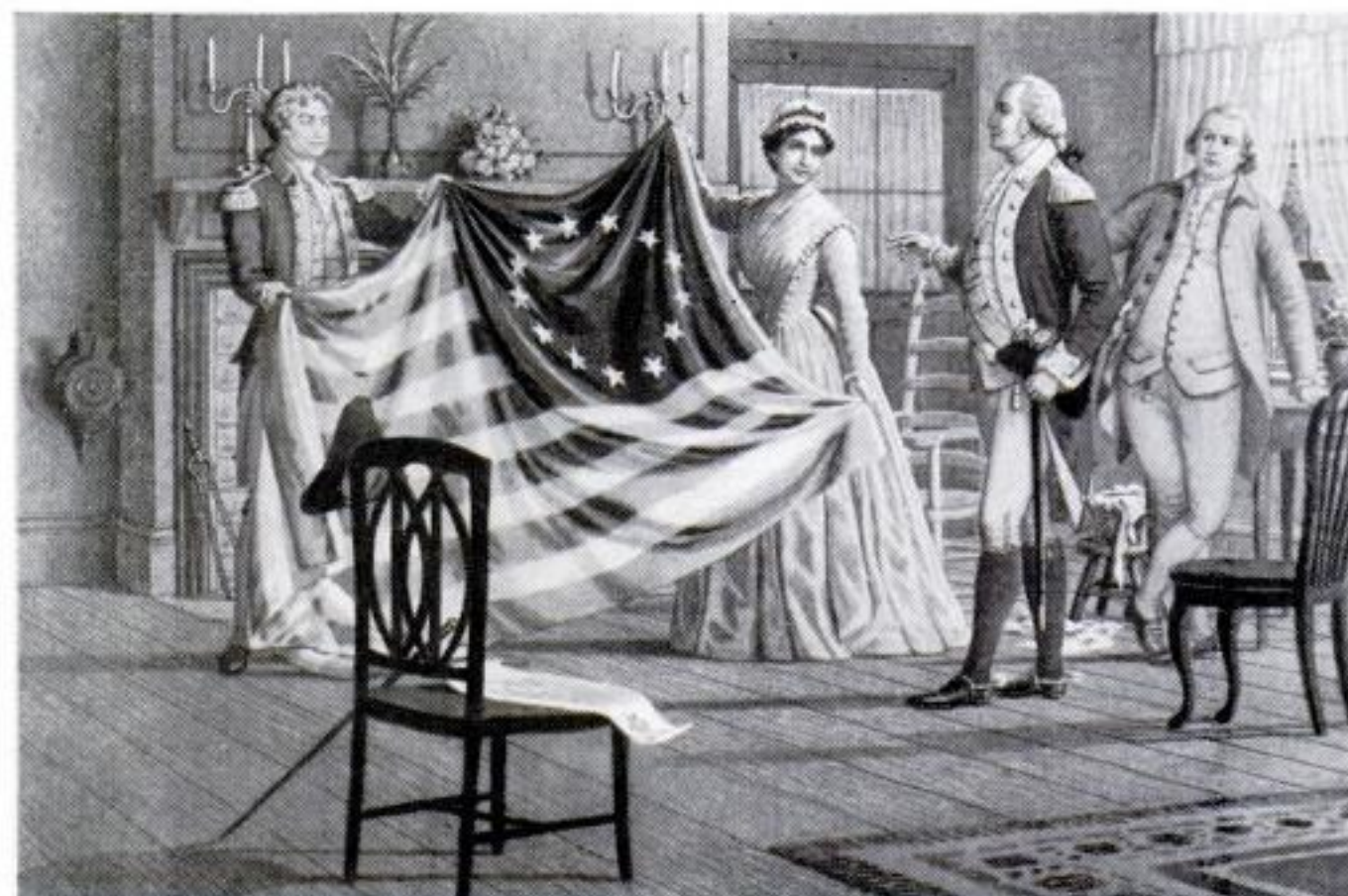


for the tummy
Guaranteed to contain no soda

Betsy Ross CONTINUED



SEWING SCENE by Henry Mosler in 1911 is inaccurate, says Schnapper. These are supposed to be Betsy's daughters, but she was childless in 1776.



GREAT GRANDNEPHEW'S VERSION, done by Joseph Boggs Beale around 1890, showed flag being delivered to an apparently satisfied committee.

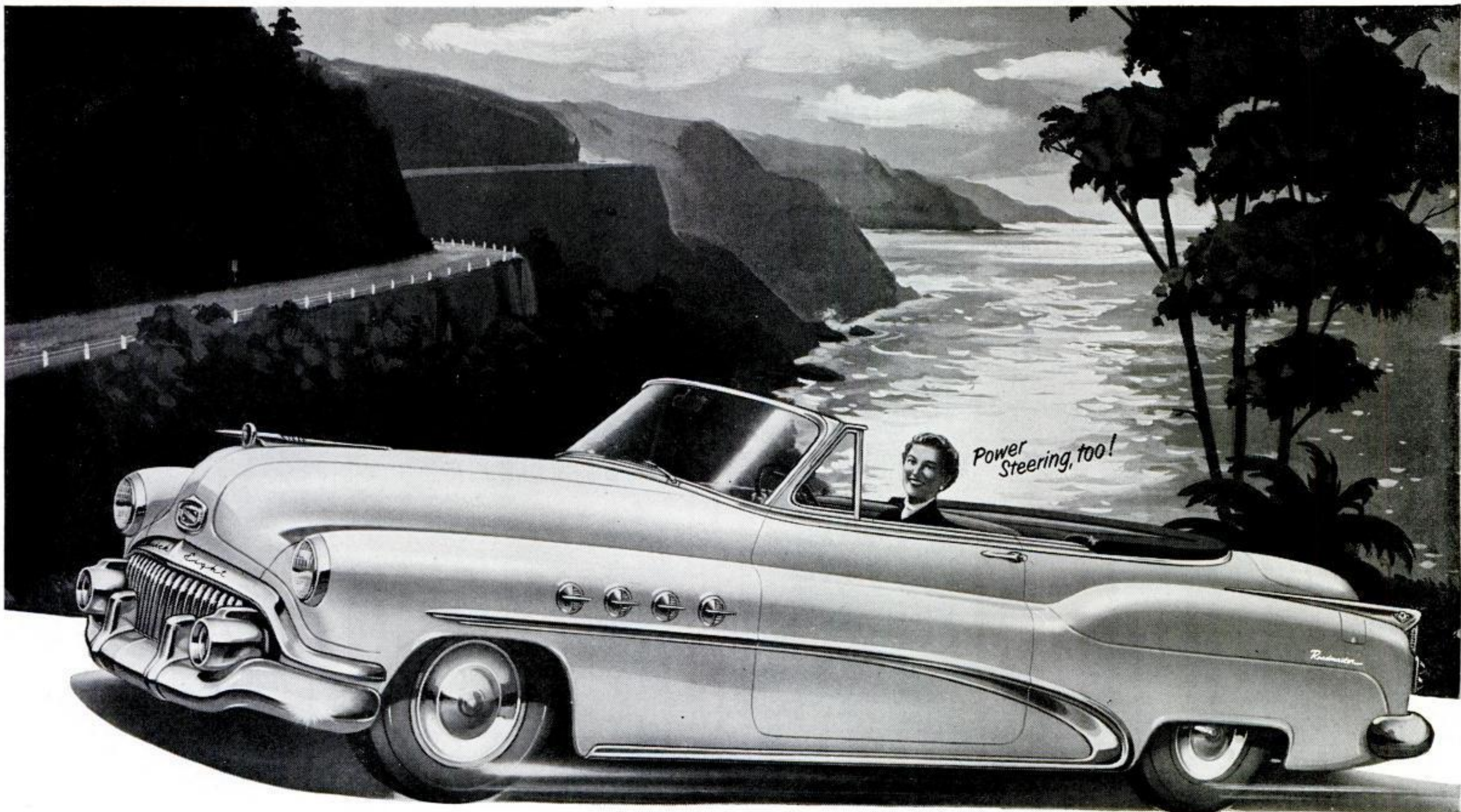


ATTRACTIVE BETSY was painted by J. L. G. Ferris in 1911, who showed Washington dandling Betsy's daughter on his knee.



"HARPER'S MONTHLY" VERSION in 1873 was first to set locale in store. But silk hats and absence of wigs are anachronisms.

CONTINUED ON PAGE 80



It looks like a **"POWER YEAR"**

**New Horsepower—new Brake Power
—and new Power Steering blossom
on Buick's ROADMASTER for 1952**

MAYBE you've heard—horsepower has hit a new high on the ROADMASTER.

Brake power has done the same.

But today, we'd like to concentrate on the third member of the power trio—and that's Buick's own version of *Power Steering*, now available on ROADMASTERS at moderate extra cost.

What is this Power Steering like? It's something like a helping hand, something like a "hydraulic slave"—that relieves you of all steering strain, but lets you keep command.

What we mean is this:

Power Steering is handled by a special hydraulic unit—and engineers can design this unit to take over any amount of steering effort—even to a point where the wheel seems to float in your hand.

But in that case, you'd surrender all control to that hydraulic unit—get no steering "feel" from the wheel.

Now suppose you're telling two agile tons of automobile what to do in traffic. We think you'd like to have it know that you're in command.

And—out on the straightaway—we believe that a part of the joy you get from owning a Buick is the sensation of having something alive and eagerly willing beneath your hands.

So we're glad to announce that Buick engineers didn't spoil this thrill. They've kept the fun of driving, and simply eased the effort.

When you're rolling along smooth and straight, it takes almost no effort to keep any Buick on course. It almost steers itself, as every Buick owner knows.

But—when you want to get away from a curb—back into a parking spot—make a turn—Buick's Power Steering comes

into action, saves four-fifths of the effort required with ordinary steering. Power Steering does the extra work.

And—in case you wonder what happens if Power Steering gets out of kilter, the answer is *nothing*. Your Buick steers just as it always has.

That's why we've been saying, "This is Power Steering as it ought to be."

Come in. Try it out. We think you'll agree.

Equipment, accessories, trim and models are subject to change without notice.

Sure is true for '52

When better automobiles
are built

BUICK
will build them

SEE YOUR NEAREST BUICK DEALER



fabulous NEW lotion shampoo by Toni



guaranteed*
not to dull,
not to dry your hair

DON'T DULL your hair with soaps and hard-to-rinse creme shampoos.

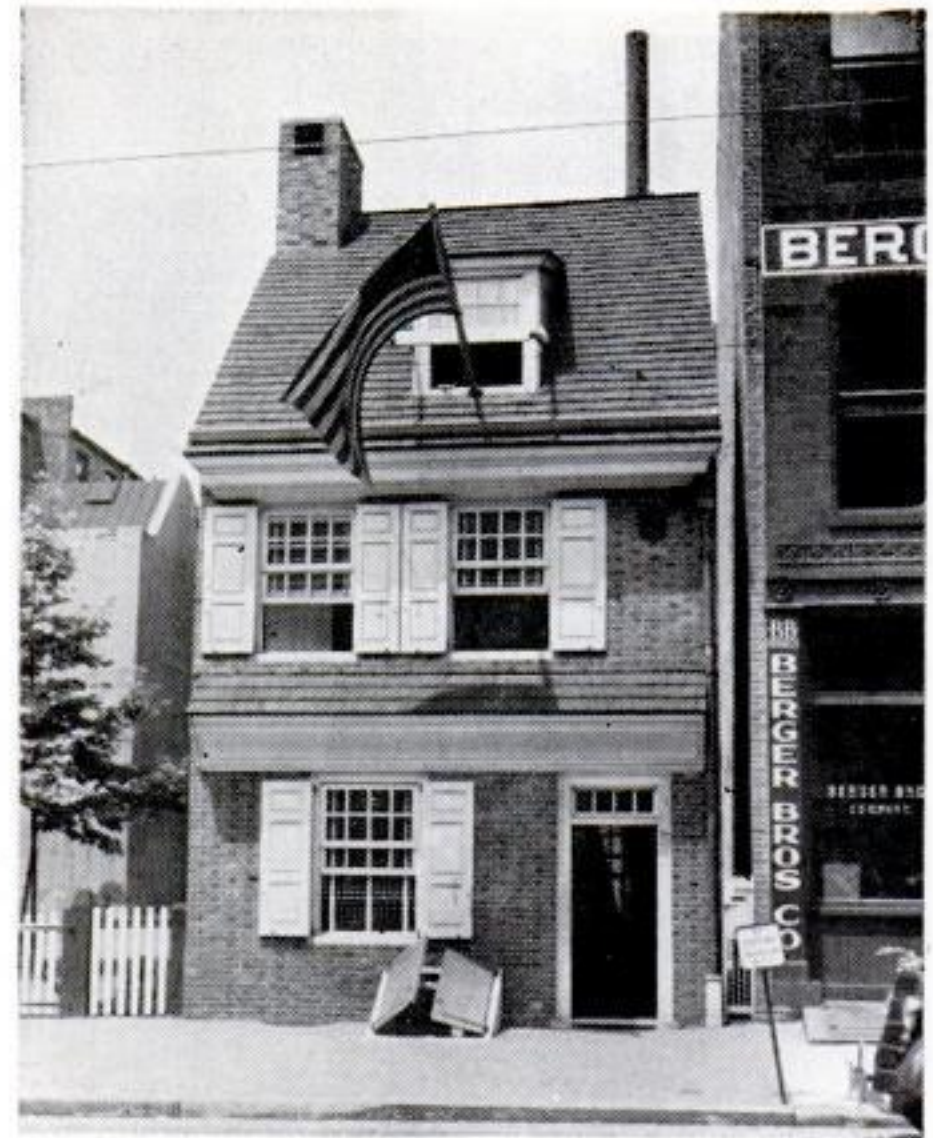
DON'T DRY OUT your hair with harsh liquid shampoos.

NOW PAMPER your hair with gentle WHITE RAIN.

*GUARANTEE: The Toni Company guarantees WHITE RAIN to be non-dulling, non-drying. Try a bottle. If you don't agree, return unused portion to The Toni Company, Merchandise Mart, Chicago, Ill., for full refund.



\$1... also in
60c and 30c sizes



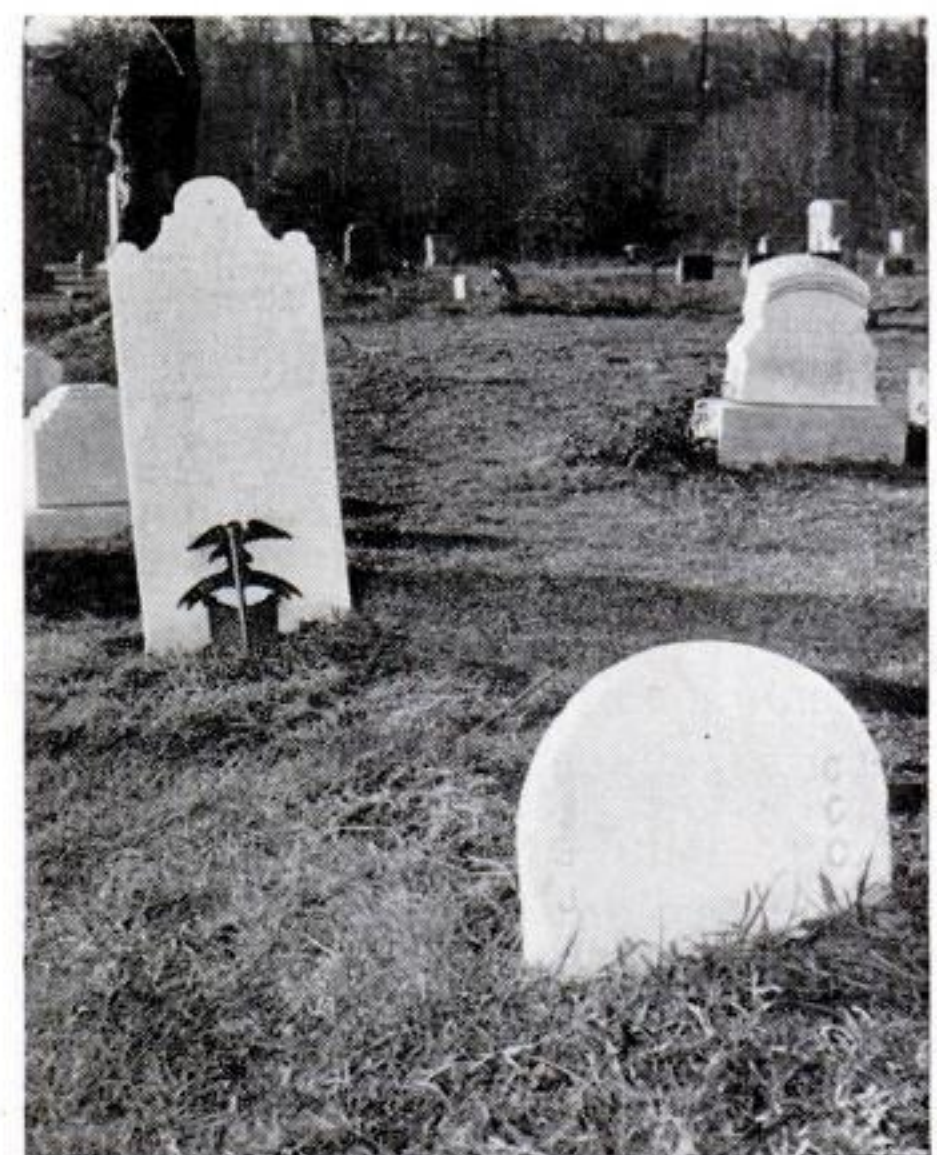
BETSY'S HOME, a sightseers' haven, was bought from private owners by a citizens' committee in 1905.

BETSY ROSS LED A LIVELY LIFE

Betsy Ross was born into a Quaker family in Philadelphia in 1752. But for a Quakeress she led an exciting life. Excommunicated when she married the Episcopalian John Ross, she lived with him a year before he was killed in a gunpowder explosion during the Revolution. Her second husband, Joseph Ashburn, died in a British prison camp. Her third husband, John Claypoole, was a childhood sweetheart. A cryptic entry in a family tree in 1876 states, "She was said to have the 'Gift of Healing,' but fearing to be called 'a witch' did not exercise it freely." When Betsy died in 1836, the business passed to one of her seven daughters who, a pacifist, closed the shop, since flagmaking was against her beliefs. In 1936 a report of the shabby condition of the Ross house stirred a new outburst against the legend. A prominent Pennsylvania historian, Joseph Jackson, stated the Ross house was actually four doors down at a warehouse. But the outburst had no lasting effect. Radio Manufacturer A. Atwater Kent gave \$25,000 to restore the house, which, history or not, stands today as an American shrine.



PORTRAIT OF BETSY shows her standing against Old Glory.



BETSY'S GRAVE (left) at Mt. Moriah cemetery in Philadelphia is decorated with an American flag.

You never made so good a cake so easily!

You beat only 90 seconds!

Betty Crocker's NEW

Velvet-Crumb Cake made with Bisquick!



Better eating than old-time butter cake!

Hundreds of women tested the new Velvet-Crumb Cake. Nine out of ten said, "One of the best cake recipes I ever used!" Fluffy, loose texture of Grandmother's old-time butter cake, but even more tender!

You start with six ingredients already measured and blended for you in Bisquick. (See simple directions on the Bisquick package). No sifting! Beat only 90 seconds!

One of the most delicious cakes Betty Crocker's ever developed. Try this newest of many good things made with Bisquick!



DUMPLINGS



MUFFINS



PANCAKES



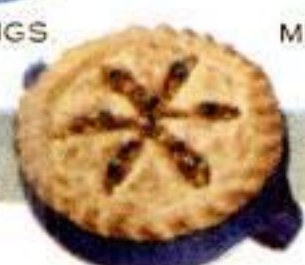
WAFFLES



COBBLER



COOKIES



MEAT PIE



BISCUITS



VELVET-CRUMB CAKE



CINNAMON ROLLS



SHORTCAKE



COFFEE CAKE



Bisquick helps you more than any other mix!

Save **15¢** on any can



of fruit!



with coupon in these packages Crustquick

Great day, what savin'!

Imagine—any can of pie-filling fruit 15¢ less! All you need is the coupon from inside one of these special Crustquick packages. Get yours *quick*, while the special packages last! They're at your grocer's now.

For the pie of your life—and so quick, too!

Make your own proud pie crust, now (flaky and tender and rich!) so much faster, with Crustquick. Make it without sifting, without cutting-in, without guesswork.

4 minutes to the pie pan, that's *all*. (Really. 4 minutes!)

Hurry! Hurry! Get your two-package unit of Crustquick, with the 15¢ fruit coupon, right away quick! This offer's good only while the special packages last. Get yours *now*! Offer not good in Washington and Wisconsin.

the Betty Crocker pie crust mix!



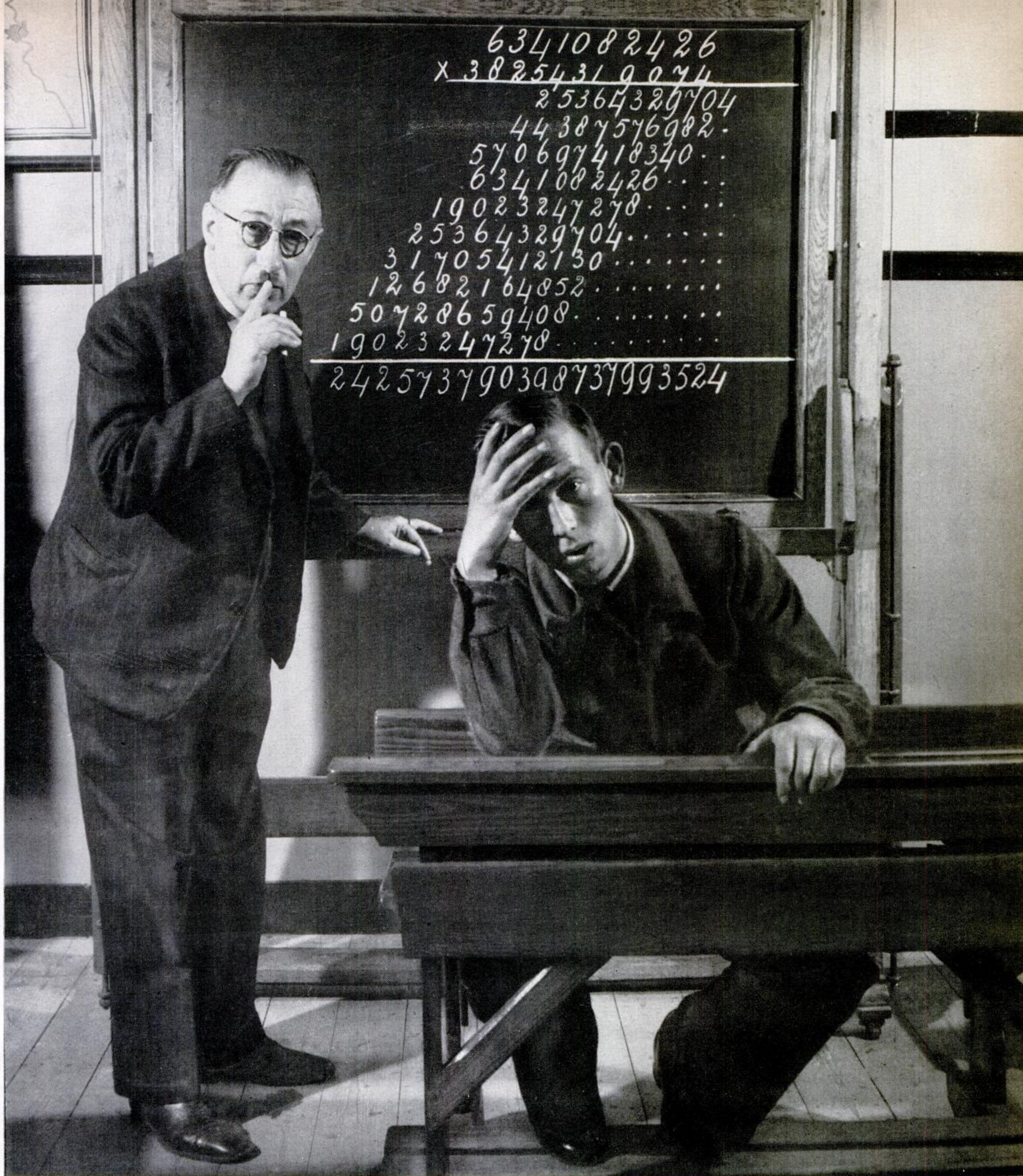
Hi Folks -
Switch to
CANADA DRY
Ginger Ale

For a really delicious change, enjoy the drink that's full of life and sparkle and wonderful flavor! Enjoy the wholesome, zestful lift of Canada Dry Ginger Ale. Whatever you drink...switch today to "The best drink of all."



CANADA DRY "THE BEST DRINK OF ALL"

"See this display at your favorite store. I'll be seeing you on Super Circus TV!"
 Mary Hartline



IN PUBLIC TEST OF HIS POWERS VAN DEN HURK SITS AT HIS OLD SCHOOL DESK STARING INTO SPACE WHILE SOLVING PROBLEM WRITTEN ON BLACKBOARD

WIZARD OF 0000s

Young Dutch farmer finds out
he is human calculating machine

Antoon van den Hurk of Helenaveen, Holland, who left school at age 11 to raise chickens and cows, used to listen to a radio program entitled *The Calculating Genius* on which a man named Pascal did prodigious feats of mental arithmetic. Gradually Antoon, who is 21, became aware of an amazing fact: without practice his mind automatically worked out answers to problems at least as fast as Pascal. In 30 seconds he can

multiply two four-digit numbers, in five minutes memorize 35 phone numbers. But his brain works best on a problem like the one above, which took him 21 minutes flat, no hands. "It's simple," he explains. "You just multiply 6,341,082,426 by 38,000,000,000 and remember that solution. Then you multiply 6,341,082,426 by 254,000,000, by 319,000 and by 74. Add them up in your head and you have the answer."



NOW ON TV • "THE U.S. ROYAL SHOWCASE."

*Every Sunday at 7 P. M., E. S. T., NBC Television Network
Check your newspaper for local time, date and station.*

School of Life

At last—safe automobile driving is being taught in school.

Here and there, all over the country, high-school students go to their “driving classes” just as they do to science, history and math.

Where the student groups are large and the records well kept, the results are wonderful to behold!

In one Massachusetts community, the number of accidents (among ex-driving students) was cut almost in half.

Other cities report similar results, as they discover this rich and neglected chapter in today’s book of life.

WHAT MAKES THE GREATEST IMPRESSION on such students?

According to one Brooklyn, N. Y., driving teacher, students are most impressed by *the distance it takes to stop a car.*

The New Non-Skid Stopping Power... **For The Other Home You Live In!**

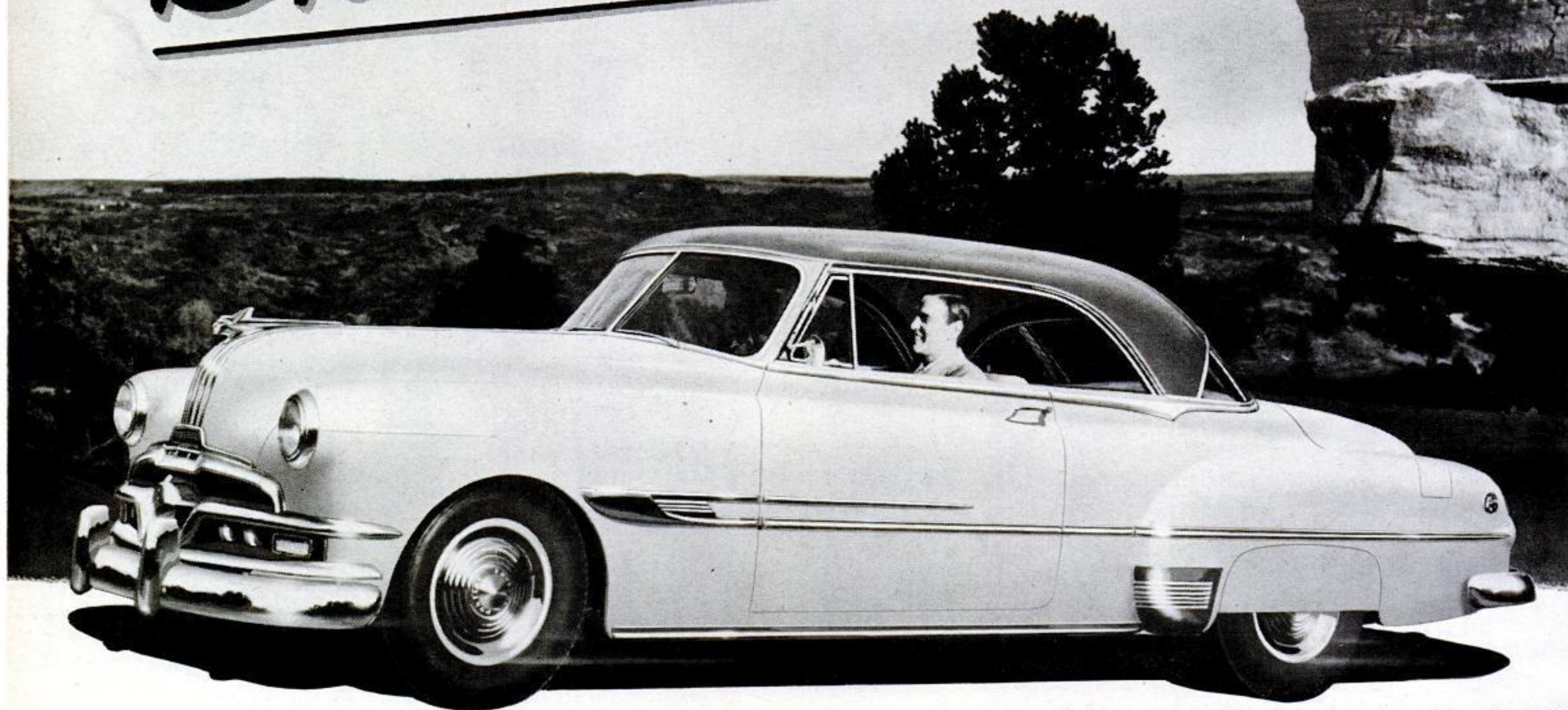
With the new U. S. Royal Master Tire, the stopping power has been doubled—the required stopping distances almost *cut in half!*

U.S. ROYAL

Skid Protection • Blowout Protection
Life Protection

U N I T E D S T A T E S R U B B E R C O M P A N Y

Drive It Yourself!



Equipment, accessories and trim illustrated are subject to change without notice.

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NEW '52

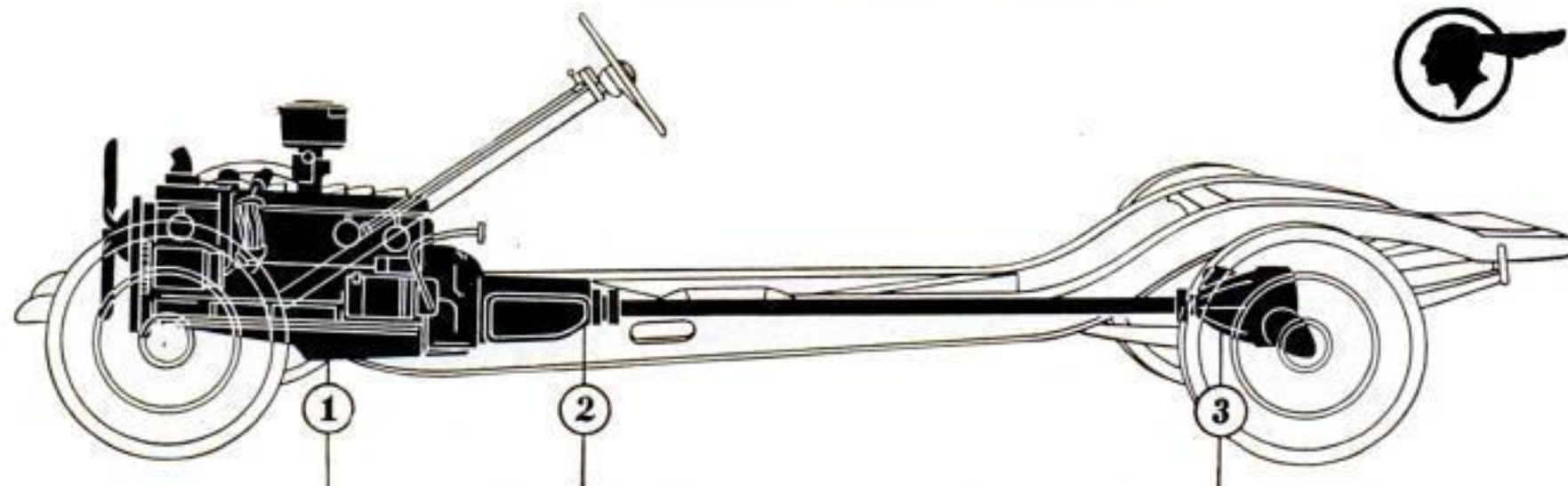
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A Spectacular Dual-Range Performer!

We would like you to have an entirely new driving experience—the thrill of driving a great new '52 Pontiac with *Dual-Range** performance. Only at the wheel can you know how amazing *Dual-Range* performance is. It's like having *two* separate power plants under finger-tip control, automatically! In Traffic Range, Pontiac will deliver spectacular acceleration and nimble, alert flexibility. On the highway you simply flick over to Cruising Range and sail along, so smoothly, so economically it's almost like coasting. Come in, drive it yourself.

*Optional at extra cost.

DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC!



THE POWER YOU WANT • WHEN YOU WANT IT • WHERE YOU WANT IT!

HIGH-COMPRESSION ENGINE NEW DUAL-RANGE HYDRA-MATIC* NEW ECONOMY AXLE!

SEE YOUR NEAREST PONTIAC DEALER



TIME-CLOCK WASHINGTON

Among the capital's 115,000 government girls shirtwaists are almost a uniform. This season they are gaily patterned, often have full, puffy sleeves. The Pentagon secretaries wearing them, on steps of the world's biggest office building, are (*standing*): Sara Luise Culbertson of Peewee Valley, Ky. in cowl-collared piqué (Carolyn Schnurer, \$13); (*seated, left to right*): Doreen Marshall of Needham, Mass. in checked gingham (Claire McCardell, \$11); Marjorie Pumphrey of New York City in striped broadcloth (Reid & Reid, \$6); Bonnie Hager of St. Paul, Minn. in horizontal stripes (John Miller, \$11); Frances Lyon of Arlington, Va. in vertical stripes (Beacon Hill, \$8); Jean Davis of Arlington in a bib-front (Reid & Reid, \$6).

DINING-OUT WASHINGTON

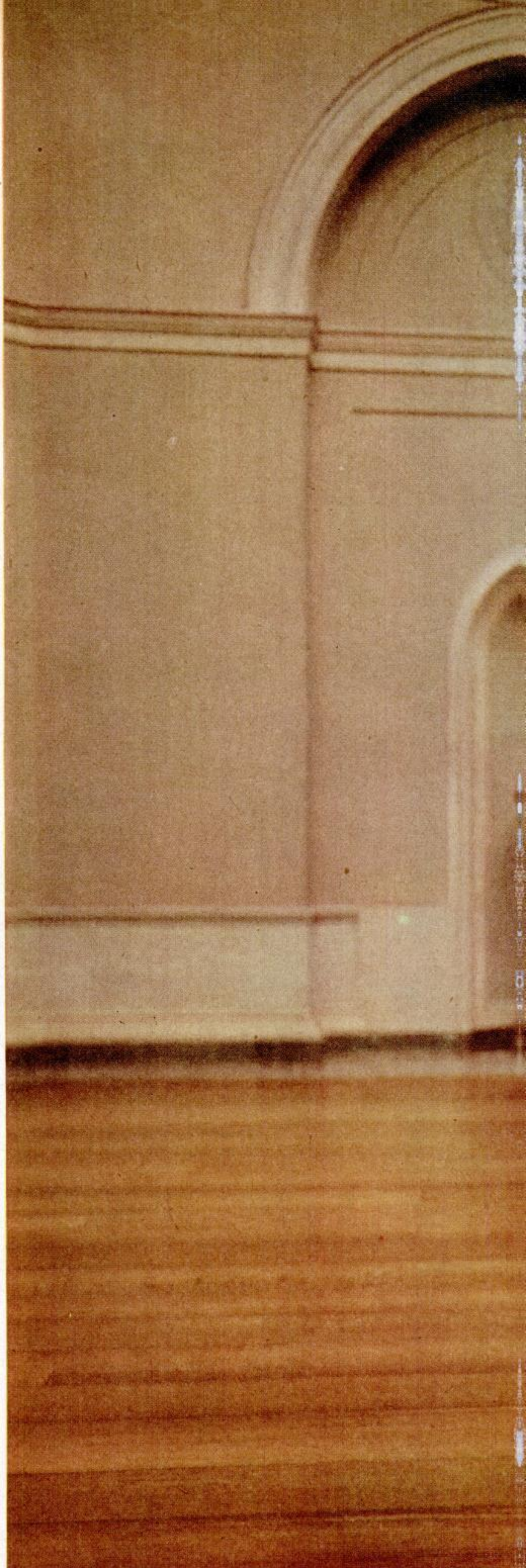
Among the women of Washington society the ball gown is almost a uniform, with evening dress required for party going or giving three or four nights a week. From left to right are Mrs. Randolph Kidder, wife of a State Department Brazil specialist, in white crepe with taffeta stole (Ben Reig); Mrs. Walter Sohler, wife of a government lawyer, in draped satin (Ceil Chapman); Mrs. George McGhee, wife of the new ambassador to Turkey; Mrs. B. Lauriston Hardin Jr., whose husband is a well-known doctor; Mrs. H. O. H. Frelinghuysen, wife of a State Department expert; Mrs. Eugene Carusi, wife of a prominent lawyer; Mrs. John L. Barnard, wife of a State European Regional Affairs specialist, in short organza gown (Ben Reig).



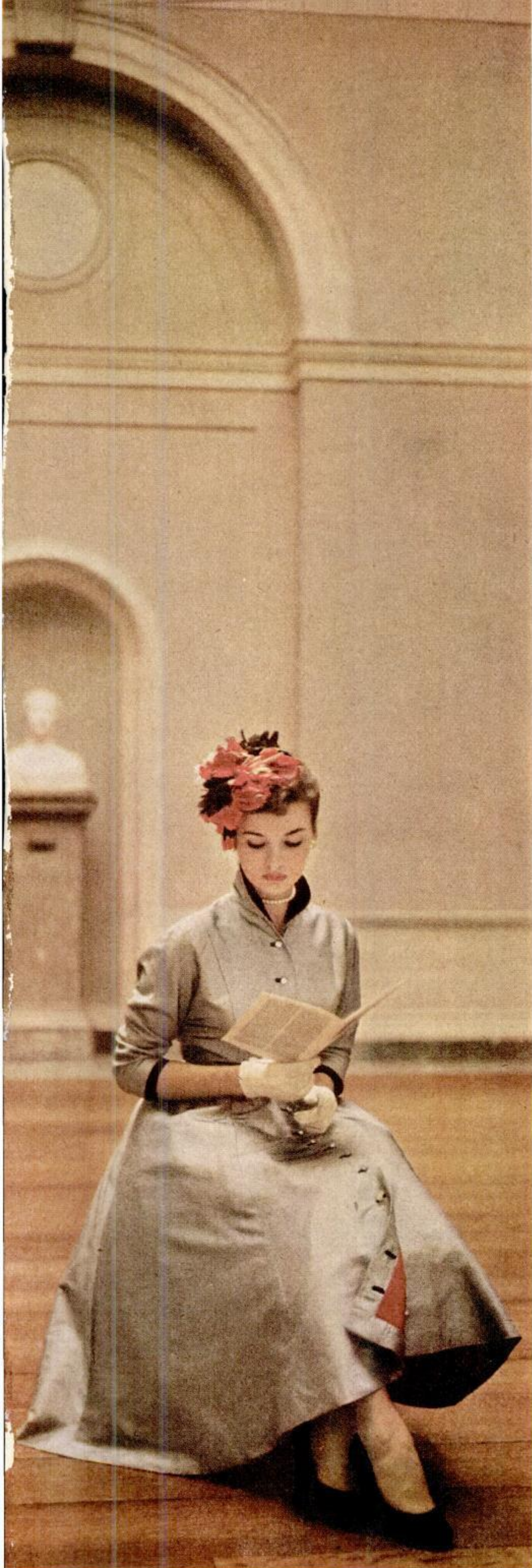
IN THE NATIONAL GALLERY, the capital's great repository of art, Sheila Kilgore wears a flower-piled hat (John Frederics, \$70), now back in high style, with a finely pleated wool cocktail dress (Trigere, \$170). The gallery, which belongs to the U.S. Government, was built with \$15 million given by Andrew Mellon.



WHITE WOOL FLEECE is a popular sportswear fabric now made into a dressy fitted coat for spring streetwear (Ben Zuckerman, \$310). It is worn with a small veiled angora hat (John Frederics, \$60) by Mrs. Gene Skora, wife of a State Department lawyer. Background is one of gallery's garden courts, where different kinds of flowers bloom all year around a fountain from the park at Versailles.



PRINCESS COAT-DRESS is checked stiff, ridged silk lined with red taffeta. It has jeweled buttons, half belt in back (Mollie Parnis, \$110). Perched on Sheila Kilgore's poodle hairdo is a pile of poppies and daisies (Mr. John, \$65). She is seated in one of gallery's Italian



sculpture rooms before a Renaissance bust by Francesco da Laurana of Venice, from the collection of Andrew Mellon. Although it opened only 11 years ago, the gallery, with the Mellon, Kress, Widener and Dale collections, is already one of the world's top-ranking museums.



NURSEMAID'S CAP of buttercups has black streamers down the back (Hattie Carnegie, \$65), tops black Carnegie suit worn by Eleanor Owens of Warrenton, Va. Behind her is Manet's *The Old Musician* from the Chester Dale Collection, one of the world's finest private collections of French Impressionist paintings.



TIGHT TOP of lightweight wool princess dress is zipped up the back, has a separate waist cinch underneath it. The dress has a five-yard hem, is edged with linen bands at the high neck and on the pockets. (Ceil Chapman, \$90). With it Mrs. Beyda wears a straw Breton with nodding daisies (Mr. John, \$80). She sits on pedestal which holds statue of Venus Anadyomene in the West Sculpture Hall.

CONTINUED ON NEXT PAGE



A FORECAST FOR SUMMER

Cotton twill cocktail suit with velvet collar and brass buttons (Jane Derby, \$185) is style that will go from spring through hot weather. Here on portico of the Lincoln Memorial it is worn by Mrs. William E. Stone, wife of a Marine captain. Striped gloves (Wear-Right) are \$4.50.



Baby, have you got that TIED feeling?



Your baby is never bound, bothered or bewildered in

Playtex® Baby Pants

— comfortable, waterproof panties that don't grip, mark or cut circulation . . . always keep baby "socially acceptable"*

Cuddly baby is lovely to look at—and *delightful to hold*—in Playtex Baby Pants! The exclusive Playtex features always keep precious baby neater and sweeter...cool, clean, *comfortable*. They don't bind...don't cut circulation—ever! Only Playtex Baby Pants, made of smooth liquid latex, fit so gently and tenderly at leg openings and waist. They stretch *all over*, for all-over comfort! Extra durable and accurately sized to baby's weight, they keep their shape and softness until baby outgrows them. Wash in seconds...pat dry! Keep your little darling in Playtex Baby Pants and you'll never, *never* buy any other brand.

At your favorite department store and wherever baby needs are sold.



**MAKE THIS SIMPLE TEST
—SEE HOW PERFECTLY THEY FIT!**

Pull a pair of Playtex Panties over your arm, through a leg opening. See how this "forearm test" proves Playtex Baby Panties won't cut off circulation — are stretchier than any other baby pants.



PLAYTEX BABY PANTS
Pink, white, blue. In silvery gift packages **79¢**

PLAYTEX TRANSPARENT BABY PANTS
Extra light, extra cool. In silvery gift tubes **89¢**

PLAYTEX SNAP-ON BABY PANTS
Only snap-ons that stretch all over. In silvery gift boxes **\$1.19**

More babies wear **Playtex** than any other baby pants!

*TRADE MARK

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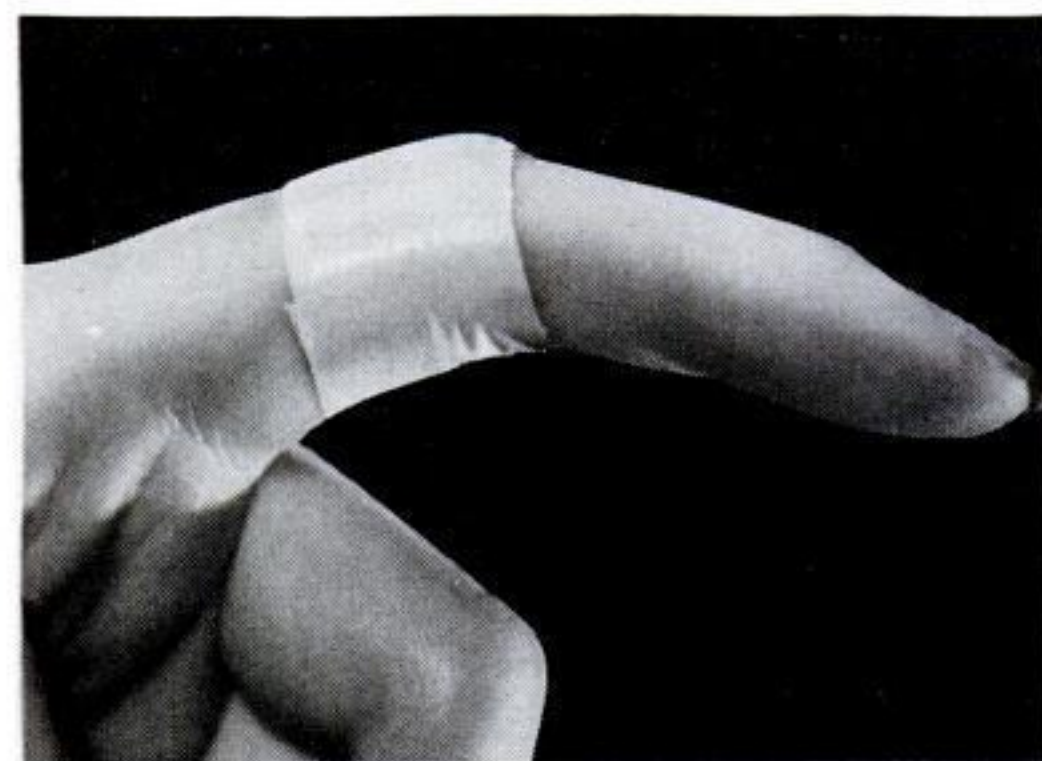
The new plastic bandage

CURAD[®]

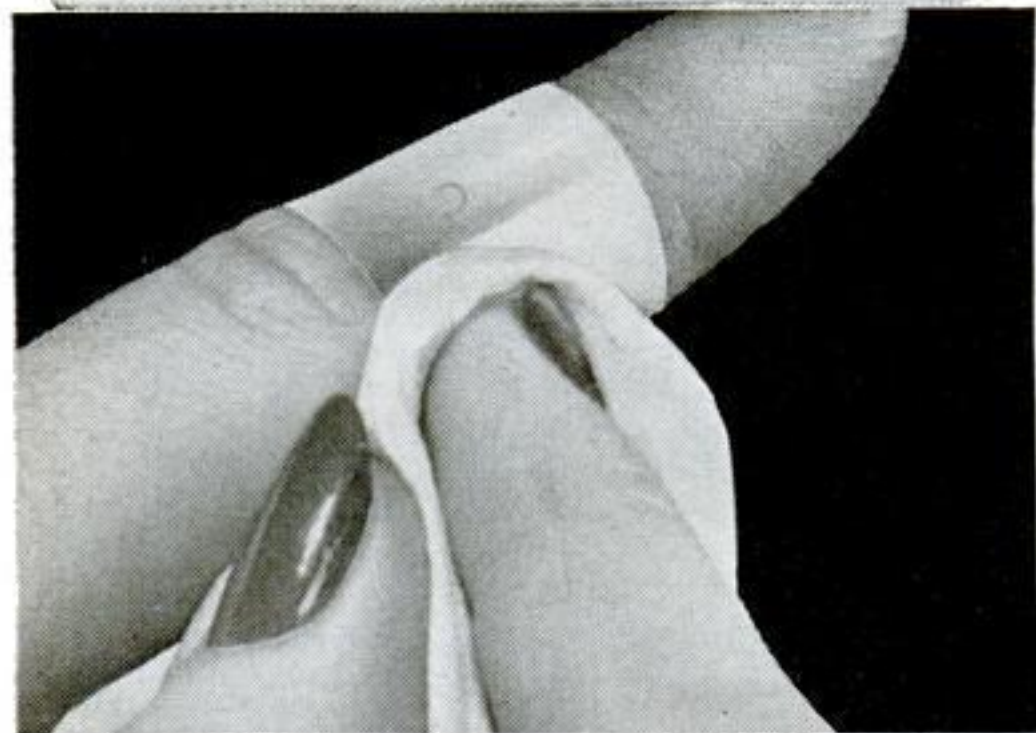
...and it fights germs!



You can wash a CURAD as you wash your hands. And you can wear it when you do the dishes or the family wash. CURAD plastic bandages are waterproof—stick like a bulldog, even in soapy water!



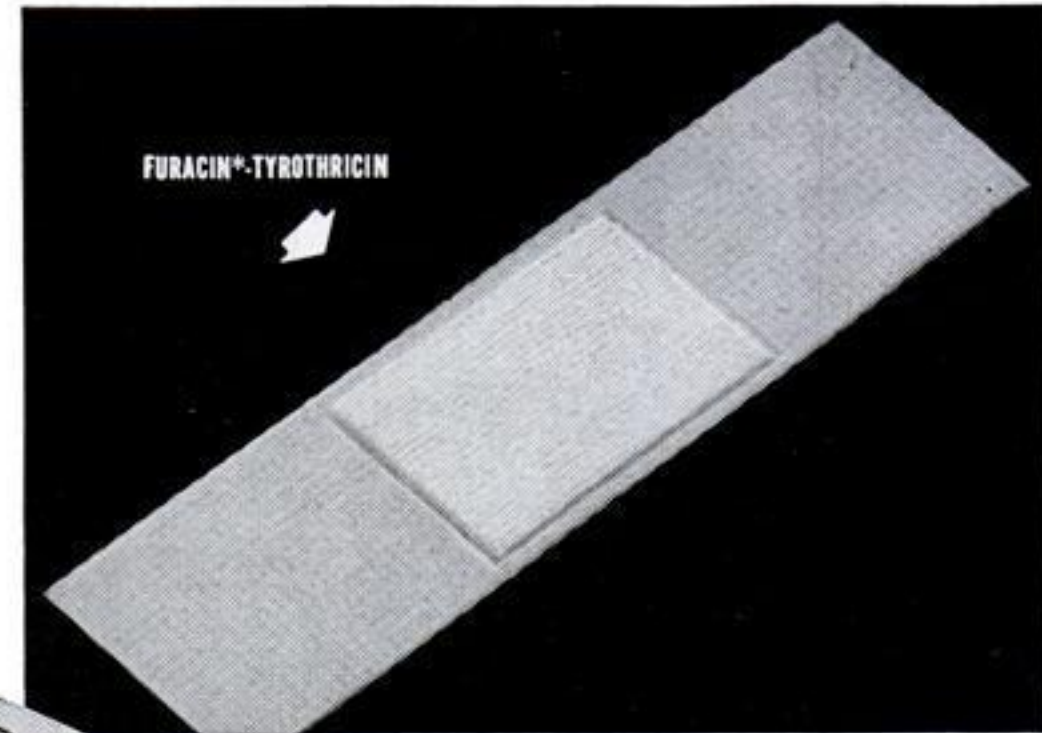
Fits like your skin—it's elastic plastic. Even on such hard-to-fit spots as knuckles and elbows, CURAD adhesive bandages stay put, move with your skin. Still look new after days of wear.



Wipes clean like china—outlasts 3 old-style bandages. Because this new bandage is plastic, dirt can't cling to it, the edges can't ravel, it can't get ragged! And it leaves no sticky mess on your skin.



Paper-thin—you hardly know you have a bandage on... a CURAD bandage is so snug-fitting it slips smoothly into the tightest glove.



Only CURAD has this new medication that fights germs. In laboratory tests, Furacin-Tyrothricin killed or inhibited all 28 common wound bacteria studied. So why take chances when you can have a CURAD?

CURAD PLASTIC BANDAGE

(BAUER & BLACK)

Division of The Kendall Company



A NEW Curity PRODUCT

*Eaton Laboratories, Inc. brand of Nitrofurazone



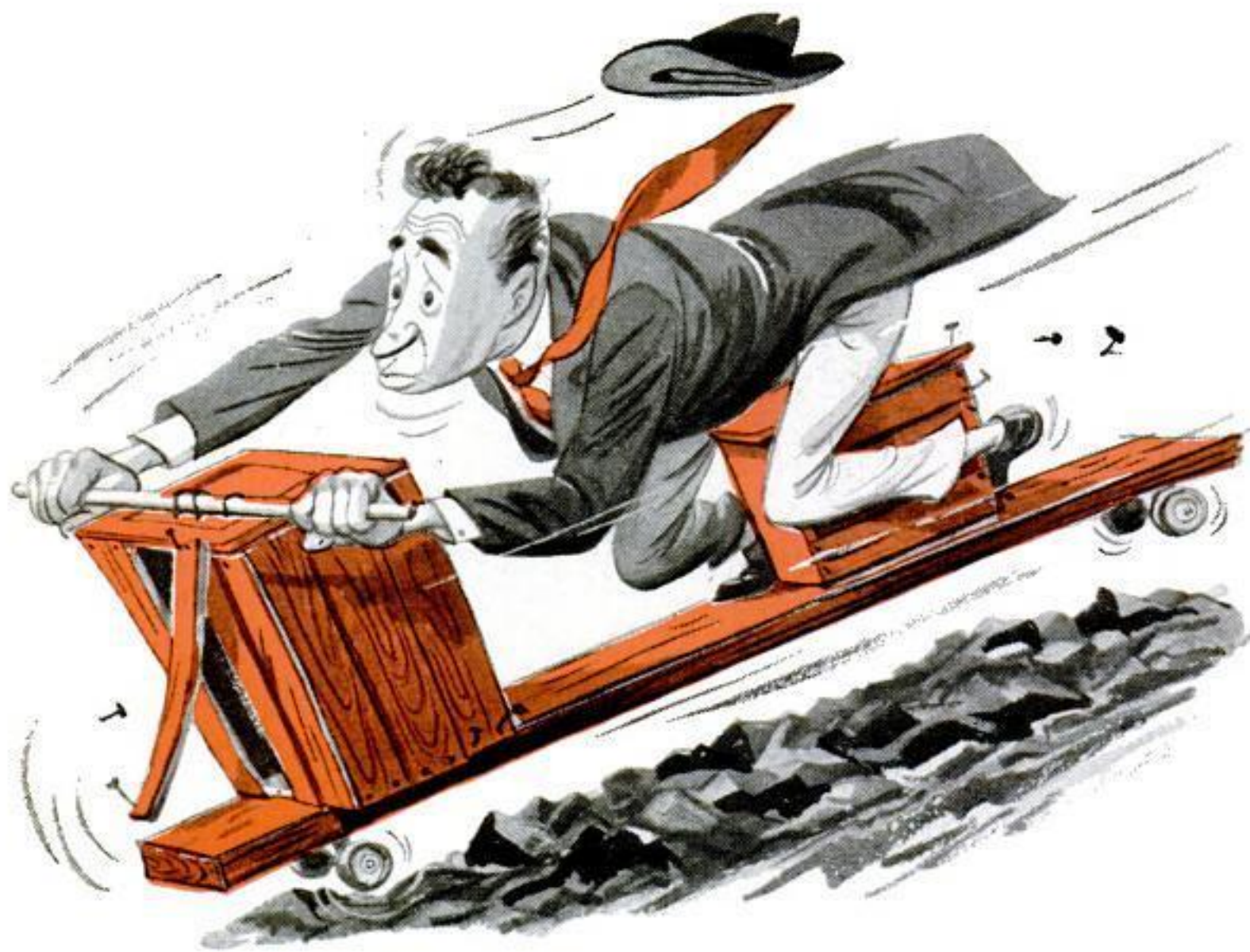
WHILE OWNER TAB EVANS SNAPS WHIP, PORKCHOPS SAILS OVER 32-INCH HURDLE. WHEN FEELING FRISKY, HE CAN CLEAR HURDLE BY SEVERAL INCHES

HURDLING HOG

Talented porker learns to hop,
to win a reward of beer or pop

There is no particular demand for jumping hogs, but last May, a Charleston, Tex. cattleman named Tab Evans decided to teach a hog how to jump. He set to work on a three-week-old piglet named Porkchops. As soon as Porkchops was big enough to jump, Evans began chasing him over a one-foot hurdle and rewarding him with soda pop and beer. In spite of the rewards and the daily personal attention, Porkchops

grew up to be just as stubborn and independent as any other hog, but Evans was more than a match for him. Gradually increasing the height of the hurdle and using an electric prodding pole and a snapping whip, he has induced Porkchops to clear a 32-inch hurdle (*above*). This summer Evans hopes to put the show on the rodeo circuit so that Porkchops can earn enough money to keep himself in hard and soft drink.



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Count on this with *Marfak*: 1,000 miles or more of "cushiony" driving ease! Longer lasting protection for points of wear and friction! That's because tough, stick-to-the-job *Marfak* is specially made to resist wash-out, jar-out, squeeze-out. Enjoy the "cushiony" feeling that tells you *Marfak* gives longer lasting protection. Get *Marfak* lubrication today. See your Texaco Dealer, the best friend your car ever had.



THE TEXAS COMPANY

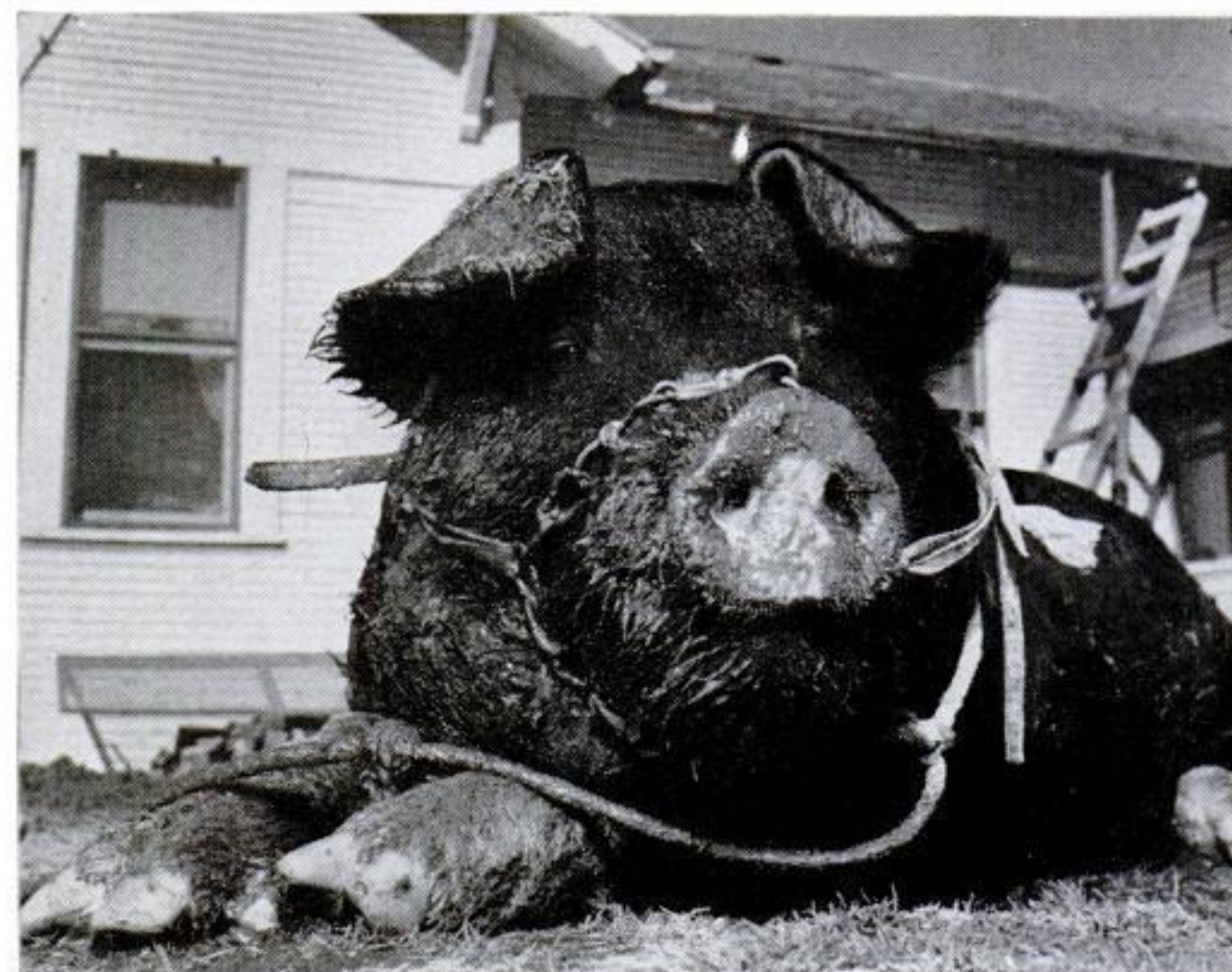
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



TUNE IN . . . TEXACO STAR THEATER starring MILTON BERLE on television every Tuesday night. METROPOLITAN OPERA radio broadcasts every Saturday afternoon. See newspaper for time and station.

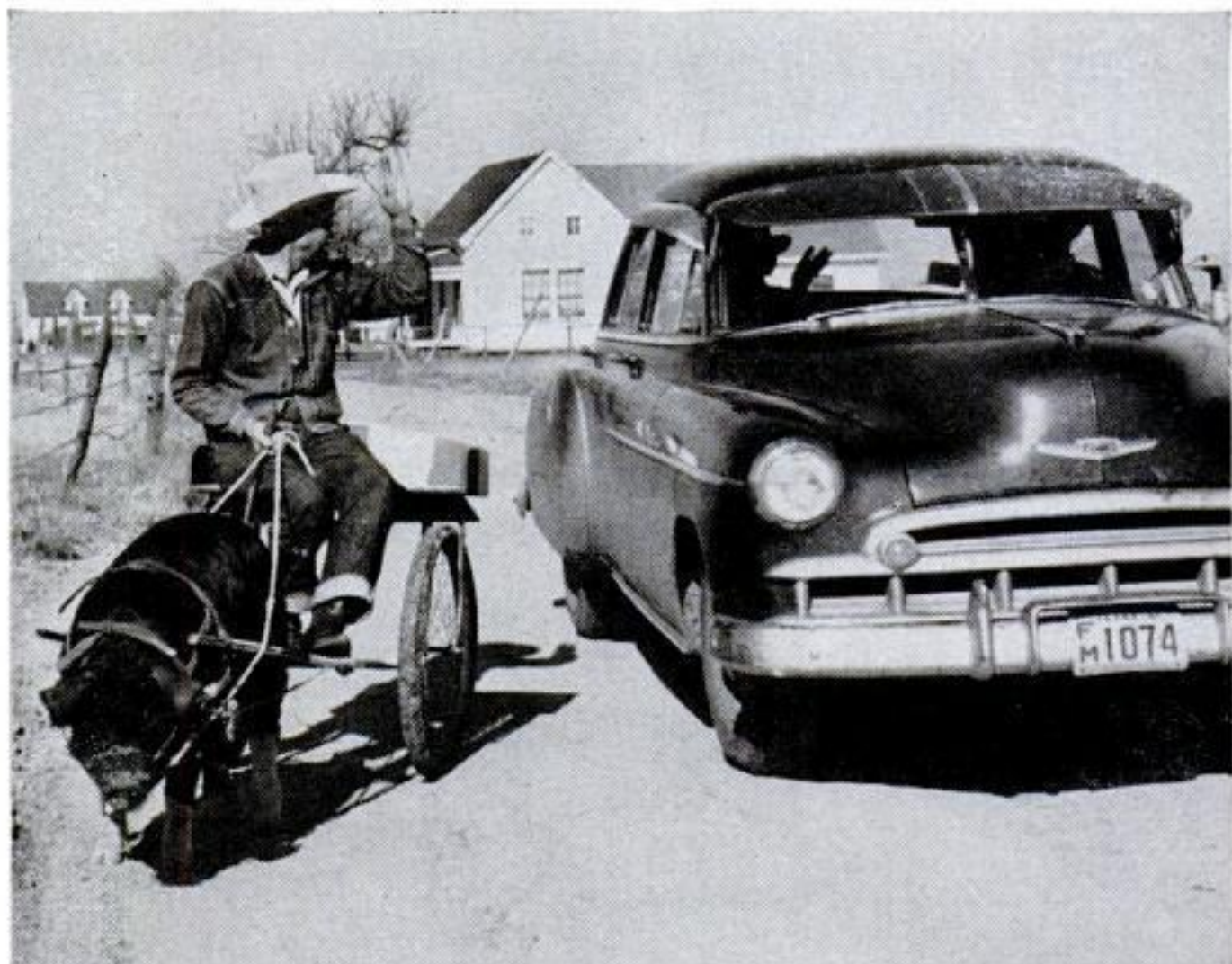
Hurdling Hog CONTINUED



AFTER MORNING WORKOUT Porkchops relaxes in yard. He is almost unmanageably frisky when workout begins but is exhausted when it is over.



PAYOFF takes place each time that Porkchops clears hurdle. He scampers directly to the "payoff stool," puts his forefeet on it, and guzzles his reward.



DAILY ROAD WORK consists of cart trip to keep Porkchops in trim. On back of vehicle is a sign giving free advertising to Porkchops' favorite soft drink.



AS IT SAYS ON THE LABEL: *"There is nothing better in the market"*

To honor the guest whose friendship you cherish, always serve *America's Guest Whisky*, famous bonded Old Forester. As fine in quality, as elegant in flavor as it was in 1870—the year the first Old Forester was created to set a standard for all Kentucky whiskies.

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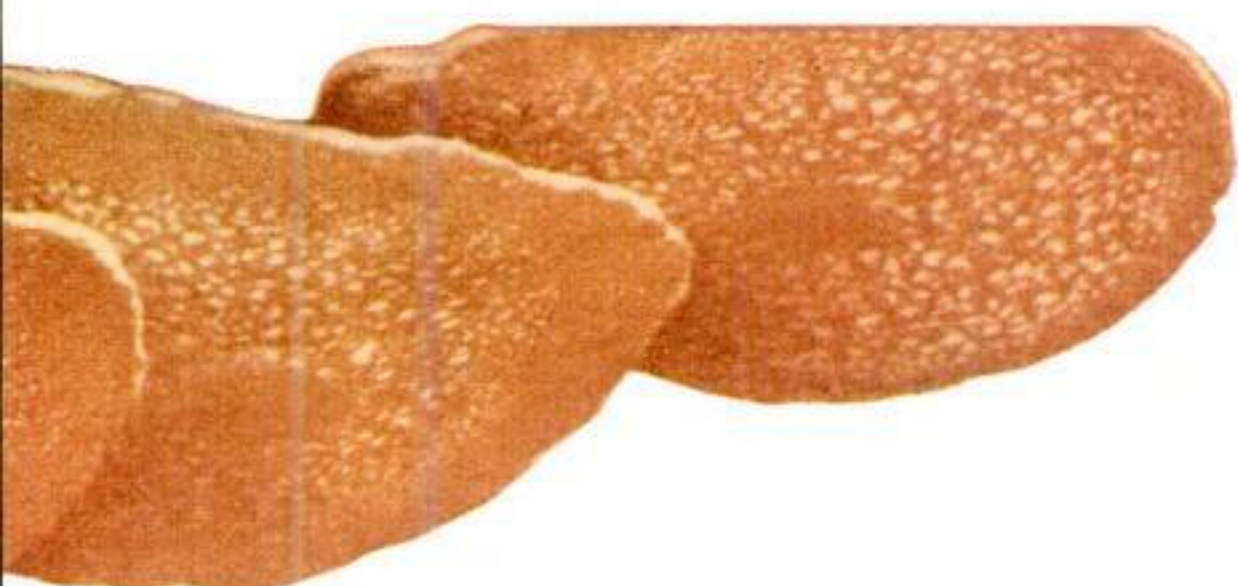
KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF

BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

Lighter



Have a brighter Pancake Day
with lighter Pillsbury pancakes
OFFICIAL PANCAKE DAY
February 26



Moments

in your pancake life

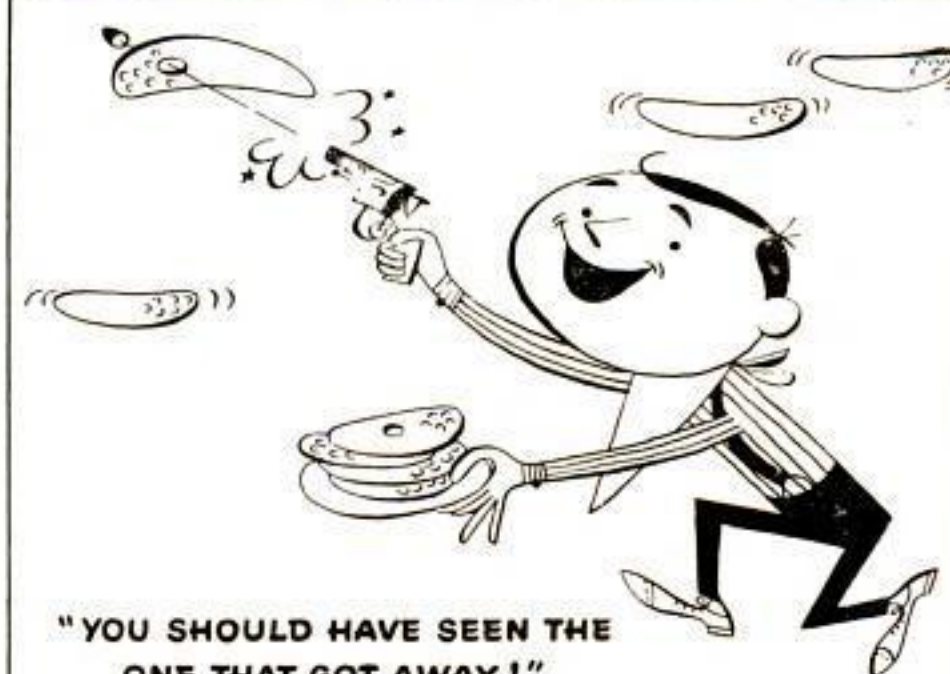
Pillsbury asked a group of people (just like yourself) what they wanted most in pancakes.

"Make 'em lighter, please," came back the answer.

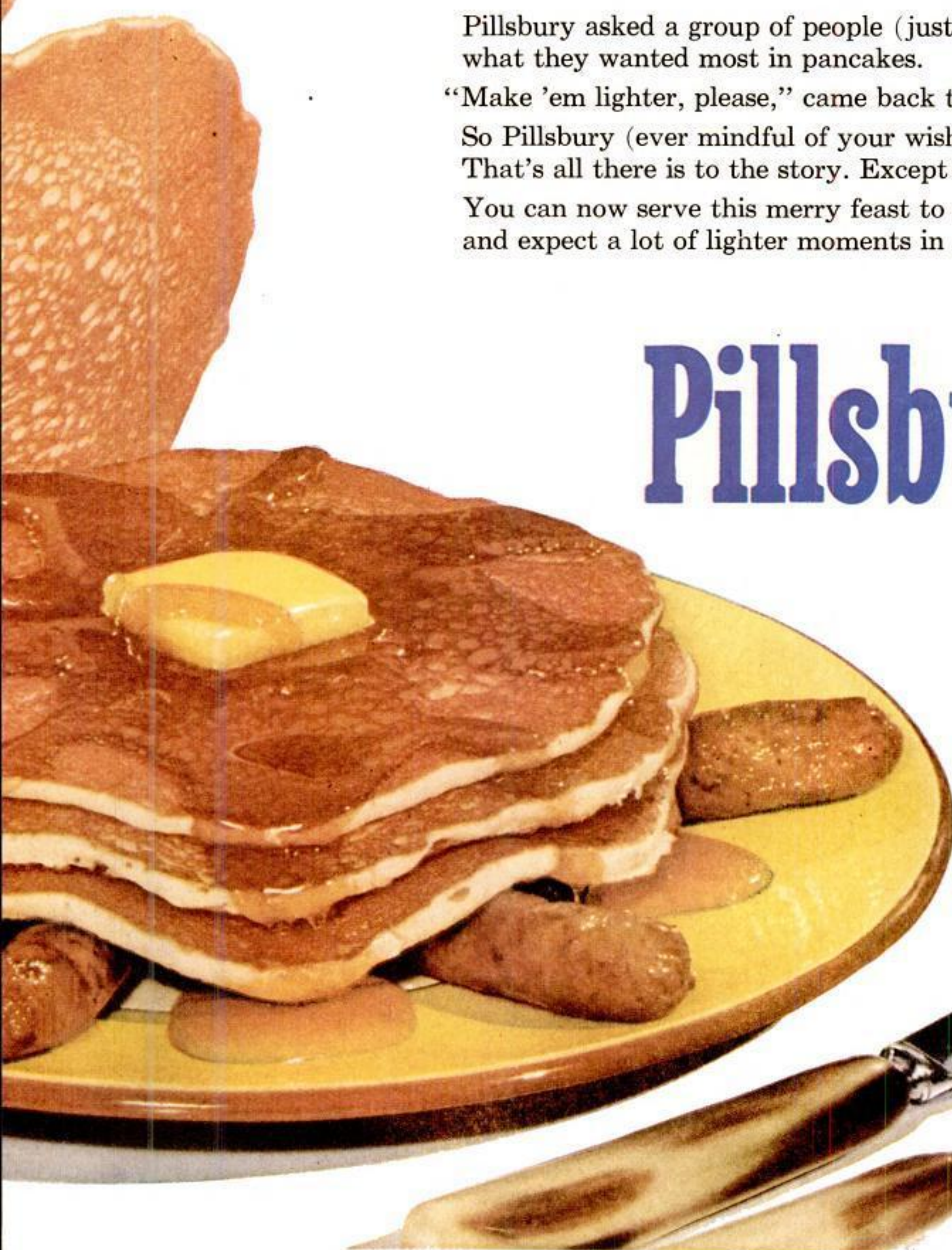
So Pillsbury (ever mindful of your wishes) made 'em lighter. That's all there is to the story. Except —

You can now serve this merry feast to your heart's content and expect a lot of lighter moments in your pancake life.

· LIGHTER MOMENTS IN PANCAKES ·



"YOU SHOULD HAVE SEEN THE ONE THAT GOT AWAY!"



Pillsbury *for lighter pancakes*

P. S. Pillsbury Buckwheats are lighter, too. Milk is all you add to either one.

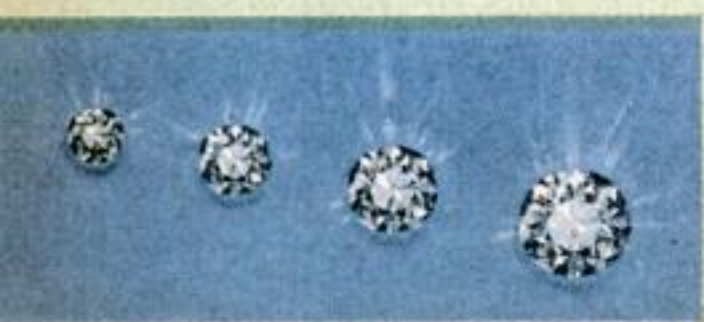


Garden of Eden . . . painted for the De Beers Collection by Raoul Dufy

By love made lovelier As though its lovely fire were kindled just for you, your engagement diamond will shine with special meaning, a symbol of your love and aspirations. Through times of waiting it will glow with promise of good things to come. And in the fullness of your life together, its steadfast, gallant light will give you joy and inspiration. Though it be modest in cost, choose your diamond with care, for nothing else on earth can take its place. And . . . may your happiness last as long as your diamond.

De Beers Consolidated Mines, Ltd.

$\frac{1}{4}$ carat (25 points) \$85 to \$185
 $\frac{1}{2}$ carat (50 points) \$220 to \$425
 1 carat (100 points) \$600 to \$1100
 2 carats (200 points) \$1300 to \$3250



A DIAMOND IS FOREVER

The prices shown were secured for your guidance through a nationwide check in October, 1951. Jewelers were asked for the prices of their top-grade engagement ring diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered by different jewelers. Exceptionally fine diamonds are higher priced. (Exact weights shown are infrequent.) Add Federal tax.

When choosing your engagement stone . . . remember color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. It is important to seek the counsel of a trusted jeweler. He will help you find the size and quality and style of stone that is in keeping with your preferences, and what you wish to spend.

H. W. AYER & SON

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A COP'S CRIME AND PUNISHMENT

A Chicago policeman's toughness backfires, ruins him and his family and blights political fortunes



The man above, putting his back into it as he heaves a chair across a room, is Michael Moretti, a Chicago policeman acting the way a good cop is supposed to act. He is breaking up a raided bookie joint. For five years on the force Mike Moretti had seemed a diligent cop. He had been commended for breaking up a ring of electronic tube thieves. He had been promoted to the investigative staff of Cook County State's Attorney John S. Boyle. By his own prideful statement he "loved" his police work and he often prowled about "investigating" on his own. But Moretti was also a tough cop. Dark and hard of face at 32, moody, often arrogant, he was

given to sudden flaring tempers and sometimes he behaved like a bully. He seemed to enjoy such free-wheeling violence as wrecking horse parlors and once he slugged an aged gambler who then suffered a heart attack. Until last August Moretti's toughness was a casual brutality whose consequences were small. Then suddenly it exploded. Out of it shot murder, which brought Mike Moretti's world and people down in ruins. Its effects shook a city's political machinery with scandal and withered the career of an important politician. It reached so far that it brought action from a man who is spoken of seriously as a candidate for President of the U.S.



BROTHER VINCENT



BROTHER SALVATORE



BROTHER PASQUALE



BROTHER THOMAS



BROTHER LAWRENCE

Mike Moretti sprang from a big West Side family. He had six brothers (five shown above) and three sisters. The family's leader was Brother Lawrence, who was the champion precinct captain of the Democratic political machine which ran the 29th Ward. The Morettis pretty largely got their living on public payrolls. Lawrence was a deputy bailiff. The twins, Vincent and Salvatore, were Park District police. John taught science at Medill High. Sister Phyllis (Mrs. Milici) worked in the Criminal

Court clerk's office. Sister Vera Marie (Mrs. Lencki) had been a teacher. Lawrence's influence was useful in moving up from a city beat to a desirable job as a state's attorney's detective. The two other brothers, Thomas and Pasquale, prospered in a saloon-restaurant. With Lawrence as his mentor, a Moretti could feel a certain invulnerability of position. One other thing distinguished the Morettis as a family: a fierce, clannish loyalty that brought them to face the world, in all matters, in a united front.

at what
point
would you
reach
for a .

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Burroughs adding machines are quality-built to last a lifetime. They provide outstanding performance at the touch of a finger . . . are fast, dependable profit-protectors—yours for just a few cents a day.

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3,002.00
804.21
948.00
7,624.01
3,001.70
11.05
75.00
10.25
7.22
1.35
4,132.00
641.00
10,001.00
781.92
324.00
7,612.06
4,318.00
28.00
44.27
312.72
31.00
6,950.71
210.00
551.21
61.00
2.10
3.04
1,036.00
211.00
4,248.00
624.00
755.02
236.34
811.20
6,401.40
300.82
6.00

Cop's Crime CONTINUED



On the night of Aug. 23, Mike Moretti appeared in a dingy, crime-and-poverty-stained area on Halsted Street near famous Hull House. Until midnight he was in and out of Tito's Hacienda (above), a bar owned by Frank (center) and Joseph Navarro (right). He bought drinks from Bartender Joseph Soria (left) and spilled drinks (though nobody saw him swallow one), slammed up a phone as a stranger used it, kicked another drinker, tried to smash a windshield and offered "to lick any three men" in the place. (Later he said he was trailing a dope king named George.) When he questioned Frank Navarro about his brother, who was out, two customers beat him senseless and dumped him outside. Another took his .32 pistol. When he came to, Moretti arrested Navarro and took him eight blocks to the Maxwell police station.



Meanwhile the man who had seized Moretti's gun had tossed it into this vacant lot on Cabrini Street four blocks away. In midnight restlessness, responding to a sense of trouble in the neighborhood, three youths, who had taken no part in the uproar at Tito's, gravitated toward the lot to look for the cop's gun. They were Arturo Gamino, 15, and two friends, Edward Salvi, 21, and Leonard Monaco, 21. (Monaco later said they hoped to take the heat off the tavern by returning the gun.) After Moretti had left Navarro at the police station, two fellow state's attorney's men and three brothers, Lawrence, Vincent and Salvatore, rallied around the beaten cop. They brought him a clean shirt and Salvatore lent him a .38. At 3 a.m. Moretti went into the night again toward Tito's. It was never proved that he was alone.



Moretti came upon the three youths just as Monaco kicked the abandoned gun from the weeds in the vacant lot. They went to Salvi's car and the boys got inside, Salvi behind the wheel and Monaco and Gamino in the back seat. Moretti leaned in the open right-hand door. There was one shot, a pause, then a series of shots. Moretti walked away, now carrying his own gun as well as Salvatore's. Gamino and Salvi were dead and Monaco seemed to be. A newspaper photographer came up later to take these pictures of Gamino (left) and Salvi (right)



Despite the stress of the moment, Moretti was curiously self-contained. He found a telephone and told another state's attorney's man, "I've been in a shooting and I've got my gun back." Then he called Central Police and reported three men shot. Soon a Maxwell station squad car arrived and an officer ran to Salvi's car. Then he shouted to Moretti, who had returned. "There are only two bodies in here." "I feel sick," Moretti said. "I want to go to a hospital." After returning to Maxwell to report (above) he went to a hospital and stayed there 84 hours and said nothing more about the affair until he consulted an attorney.



Monaco, the third boy, had been shot in the arm and cheek. "I played dead until Moretti left," he said. Then he crawled over Gamino's body and staggered to a hospital where cops joined him (above). In the next five months, Monaco told the same story many times: We didn't know the Gamino boy but he helped us hunt for the gun. . . . We found it and I had it when Moretti came up with four or five other men. . . . Some were policemen. . . . Moretti took the gun and ordered us into Salvi's car. . . . One man said, "Promise me you won't hurt those kids." . . . Moretti mumbled and the man said he was going to the station with us. . . . Moretti fired a warning shot and the men stepped back. . . . Then Moretti pointed both guns into the car and began to blast.



With Monaco alive and talkative, the matter could not be dismissed as the simple case of firing in self-defense which Moretti claimed when he left the hospital. State's Attorney Boyle (above left, at rear, with Assistant James A. Brown) found himself in the position of having to present the people's case against his own officer before the August grand jury. He delegated the assignment to Assistant Brown, who in two days called 36 witnesses including Moretti himself—unprecedented in murder cases since the grand jury ordinarily hears only witnesses for the people. The grand jury considered the testimony 20 minutes and returned a no-bill, failing to indict by one vote. Promptly the jury foreman, Julius Schwartz (right), a furrier, protested that Boyle had whitewashed his cop. "The foulest thing I've ever seen," he said.

CONTINUED ON NEXT PAGE



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BECAUSE IT'S THE GIN THAT
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★ *Quality* ★ *Smoothness*
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FLEISCHMANN'S GIN

*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

**No other way of shaving...
no other shaving cream
gives you closer,
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and is so good
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Sold at leading supermarkets and other good stores. For names write Sophie Mae, Atlanta, Ga., or Irvington, N. J. One pound net

FRESH — CRISP — TASTY!



Save 15¢

ON ANY BRAND OF CANNED
SLICED PEACHES

with coupon in special twin packages

Crustquick

The Betty Crocker Pie Crust Mix
General Mills, Inc.

Offer not good in Washington and Wisconsin.

ACID INDIGESTION?

*Here are the facts on
Eno relief for acid indigestion*

Acid indigestion of a temporary nature frequently occurs when the acid-alkaline content in your gastric tract (chemically known as your normal pH) is out of balance.

Each teaspoonful of Eno contains approximately four grains of free Sodium Bicarbonate, and furnishes, in solution, approximately fifty grains of complex Sodium Tartrates.

These two very important elements tend to restore your normal gastric pH. In addition, Eno acts as a mild laxative. Thus Eno fights acid indigestion in two ways: it helps neutralize excess stomach acids, and furnishes mild laxation.

Don't wait until acid indigestion hits. Get a bottle of Eno today. Try Eno for quick relief. At all druggists.

TAKE GOOD-TASTING ENO

Cop's Crime CONTINUED



The public was aroused now and proceedings moved quickly. Coroner A. L. Brodie called an inquest with a blue-ribbon jury. He soon excluded the state's attorney as his legal counsel. When Boyle's assistant spoke of the Magna Carta, Brodie snapped, "Magna Carta doesn't live here any more. I'm running this inquest." With Chicago newspapers demanding it, the chief justice of the Criminal Court appointed two special prosecutors to supersede Boyle before a new grand jury. The result was almost foreordained: murder indictments against Moretti. The case came before this jury (above). Defense efforts to tie the shooting into a dope ring and lack of corroboration for either Monaco or Moretti confused the jury. It chewed over the case 12 hours, then reported itself hopelessly deadlocked, six to six. A new trial was ordered.



A kaleidoscope of related developments bedazzled the issue of murder. Monaco's girl friend, Georgia Pannos, charged that the Morettis (above Georgia and Thomas Moretti) had tried to get at Monaco through her with bribes, then threats. On her charges Moretti's second wife and his five brothers were indicted for obstructing justice by tampering with a witness. Out of Moretti's record were dug the facts that he had once been arrested as a burglar and had falsified his Army record in getting on the force. Meanwhile a defense witness in protective custody disclosed that the state had been giving him two injections daily. The state said it was Vitamin B₁, but the witness said it was dope.



The case took on some aspects of an expensive holiday when the chief justice learned how the state had been boarding Monaco and a guard of policemen in a \$30 suite at the Conrad Hilton Hotel. Bills for \$6 steaks, \$12 Scotch, salted nuts at \$3.75 a pound and dinners for cronies ran up to \$193 a day. The guards had permitted a waiter to fix his own tips, which he did at \$25 to \$44 a day. High living, however, failed to alter Monaco's testimony. As the second trial began Monaco (above) calmly demonstrated again, on a mock-up of the death car, his version of the shooting.

CONTINUED ON PAGE 31

"Nephews and nieces should enjoy their vegetables," says **NBC's Milton Berle.**
 "And a vegetable juice cocktail makes 'em happy as bunnies in a truck garden."

S&W makes it, Vegetable Juice Cocktail, and is proud of it. One of 16 rich S&W juices—the finest juice family in America.



See Milton Berle on "Texaco Star Theater,"
 NBC-TV, Tuesday, 8 p.m. EST

16 quality juices—so much better... available now at most fine grocers



On a diet? S&W also packs **NUTRADIET**—same fine quality juices without salt or sugar added.

ESTABLISHED BY

E. H. Taylor & Sons

The "Sign" of a Good Whiskey

This signature on the OLD TAYLOR label sets it apart from all other bourbons. For Colonel E. H. Taylor, Jr. was a man of rare genius who in his day made many fine bourbons. But among all the fine Kentucky whiskies he created, he chose only one—OLD TAYLOR—for the honor of bearing his name.

© The Old Taylor Distillery Company, Frankfort, Ky., 1952



"Sign of a Good Host"

Jockey hitching posts that invited guests to tarry are an old Kentucky tradition. Like OLD TAYLOR—another sign of a good host.

Signed, Sealed and Delicious





The second trial was heard by this jury (above) and Judge Wendell Green, first Negro jurist in a Cook County criminal court. He ruled out collateral matters and kept testimony rigidly on the question of murder. Thus the issue was clear: Who was lying? Monaco's story was unchanged. Moretti's seemed to grow as he recalled details. Now it was this: He had come upon the boys. . . . They had fled into the car. . . . When he came to the door and fired a warning shot, Salvi instantly fired back. . . . He grappled with Salvi for the gun (his own). . . . It went off and killed Gamino. . . . He had fired again when someone lunged at him with a knife. It was self-defense. But now the state found a vital new witness, who confirmed Monaco's testimony that there was an interval between the first shot and the lethal volley. That clinched it, as Moretti saw instinctively when the jury returned. "*E bruto*" (It's bad), he muttered in Italian even before the verdict was announced.



It looked bad indeed—but not only for the tough cop who was convicted of murder. The most prominent victim was State's Attorney Boyle, who was accused of mishandling the case and covering up for his cop. This embarrassed the state administration of Governor Adlai Stevenson. Boyle had campaigned with Stevenson in 1948 and had been photographed with him at the victory party (above Boyle center, Stevenson foreground). Stevenson, who is reported to be Truman's choice as Democratic presidential nominee, dropped Boyle from this year's Democratic slate. Things were bad, too, for the Moretti clan, which was broke, financially and politically. Lawrence and Salvatore had been fired. Thomas and Pasquale could not renew their saloon license. To pay for the defense, Moretti's first wife's house was mortgaged, his second wife had to sell her furniture. For the tough cop himself the cost was life in prison. When his four children came to visit him in jail his toughness at last deserted him. He wept as he told Michael Jr., 13, that now he "will have to be the man of the family."



POWERHOUSE

The mighty locomotive, working round the clock in all kinds of weather, provides the power that helps make possible America's tremendous production and distribution.

So it is in the public interest that railroads continue to increase their capacity and improve their facilities to serve the nation's needs. In the past six years, an average of more than a billion dollars a year has been invested in new locomotives and cars, new tracks, new terminals and other plant improvements.

The continuance of such investment in America's future depends

upon the railroads' ability to earn adequate revenues, realistically based on the current cost of producing transportation service.

Railroad revenues last year fell far short of being adequate, and the reason is plain. Railroad wage rates and average prices of railroad materials have increased more than 130% since 1939. But the average revenue which railroads receive for hauling a ton of freight a mile has increased only 45% since 1939.

Because rail service is so vital, it is important to every American that railroads earn enough not just to keep going—but to keep going ahead!

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.



Listen to THE RAILROAD HOUR every Monday evening on NBC.

Can your make-up pass the "close-up" test?



You're lovely-to-look-at even in close-ups, with Solitair

cake make-up

Contains Lanolin

Every complexion can look fresh and lovely from *afar*. But your most important moments are in close-ups . . . and *then*, skin faults are quickly prominent. Imperfections your make-up doesn't hide, become obvious . . . Unless, of course, you wear Solitair.

Solitair conceals each little skin fault, yet never looks or feels "mask-like". Your skin seems to come alive with youthful freshness—uniformly flawless, yet completely natural—even in close-ups!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (*he won't!*) if you wear Solitair!

New and Wonderful!

Solitair Lotion for all-over skin beauty—ocean-blue, creamy-rich, lusciously scented . . . only 39¢ and 73¢



Only clinically tested make-up leading skin specialists confirm will not clog pores. 1.00, 60¢, 30¢

BEAUTY INTO BUFFOON

Lucille Ball's slapstick makes her a top TV star

Red-haired Lucille Ball is an actress with a fine face (right), a stunning figure and a flair for deft comedy. As a film star for many years, she displayed her versatility in 55 movies ranging from melodramas to musicals to Westerns and farces. This year Miss Ball plunged into television with her own show, a domestic comedy called *I Love Lucy* (CBS-TV, 9 p.m. E.S.T., Mondays). And this is what has happened to her on TV: her fine face has been battered with pies; her stunning figure has been obscured by baggy-pants costumes (below); her adeptness at comedy has been translated into slapstick pratfalls, and her versatility has been almost completely ignored.

Such use of beauty and talent might seem wasteful but for the fact that *I Love Lucy* now ranks, in at least one TV index, as second only to Godfrey in popularity, and is seen by 20 million people per show. Like the Groucho Marx show, *I Love Lucy* is filmed in Hollywood before a live audience, is expensively (\$25,000 per show) and expertly done. Miss Ball is deliriously happy with TV. She works only four days a week, she costars with her husband, Desi Arnaz, and they own their show. "This is fun, not work," says Miss Ball. Miss Ball's idea of fun, a characteristic *I Love Lucy* film which will be telecast on Monday, Feb. 18, is shown on the following pages.



IN FORMAL PORTRAIT LUCILLE BALL SHOWS HER BEAUTY OF FACE, FORM

IN HER TELEVISION SHOW "I LOVE LUCY" MISS BALL WEARS BAGGY COSTUME AND A GOOFY EXPRESSION, AND BRANDISHES SOME OF HER TYPICAL TV PROPS



CONTINUED ON NEXT PAGE

Extra-gentle bleaching
is only the beginning
with
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It's a 4 in 1 product!



1 AN extra-gentle BLEACH
Yes, Clorox is more than a gentle bleach... it's *extra gentle*, *extra safe* for linens. Reason? Clorox is free from caustic and other harsh substances... made by a patented formula, *exclusive* with Clorox! Result: Clorox conserves costly linens!

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Don't discard a costly cotton or linen article just because it's stained. Clorox removes numerous stains from white and color-fast cottons and linens... from kitchen and bathroom surfaces, too!

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To make your kitchen and bathroom *smell fresh* as well as look sparkling, simply include Clorox in routine cleaning. Clorox is an effective deodorizer... in household cleaning and in laundering.

4 In addition CLOROX is one of the world's great DISINFECTANTS
Whether you use Clorox in laundering or in routine cleaning you get the benefit of its germ-killing action. And that means *added health protection* for your family! Remember: Clorox is the most efficient germ-killer of its kind. Let it help protect health for you. Directions on the Clorox label.

You get all 4 in 1 with

CLOROX

AMERICA'S FAVORITE

**CLOROX BLEACHES
REMOVES STAINS
DEODORIZES
and Disinfects**



**CLOROX-CLEAN means
ADDED HEALTH PROTECTION!**



BEANED WITH A BLADDER, Lucille Ball in *I Love Lucy* is taught burlesque routines by a clown, so she can win a job in her husband's nightclub.



DOUSED WITH SELTZER, Lucy starts to regret her idea, but the clown is beginning to enjoy his work. He picks her up like a rag doll and shakes her.



BASHED WITH A PIE, Lucy survives the comedy workout and makes her way, groggy but determined, to the café where she hits her husband with a pie.

MORE LIGHTS PER PENNY!



Four big reasons why you should always buy Ronsonol, America's largest selling lighter fuel — ① Laboratory tests prove it lasts longer than most other brands. ② Specially blended to light instantly. ③ Clean, full flame. ④ Pleasing fragrance. When you buy lighter fuel insist on the best. Insist on Ronsonol!

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**LIGHTER
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ALL 'flint'
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4 oz. can
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Use extra long Ronson Redskin 'Flints'

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PIE CHERRIES

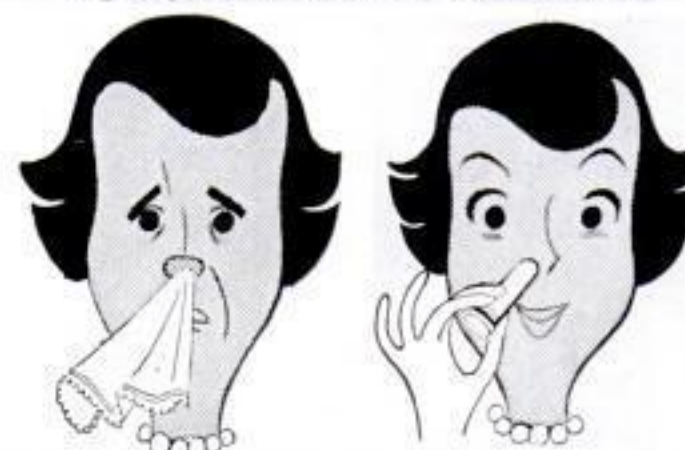
with coupon in special twin packages

Crustquick

The Betty Crocker Pie Crust Mix
General Mills, Inc.

Offer not good in Washington and Wisconsin.

GREATER



BREATHING

Just a whiff of this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds! Use it any time... anywhere.

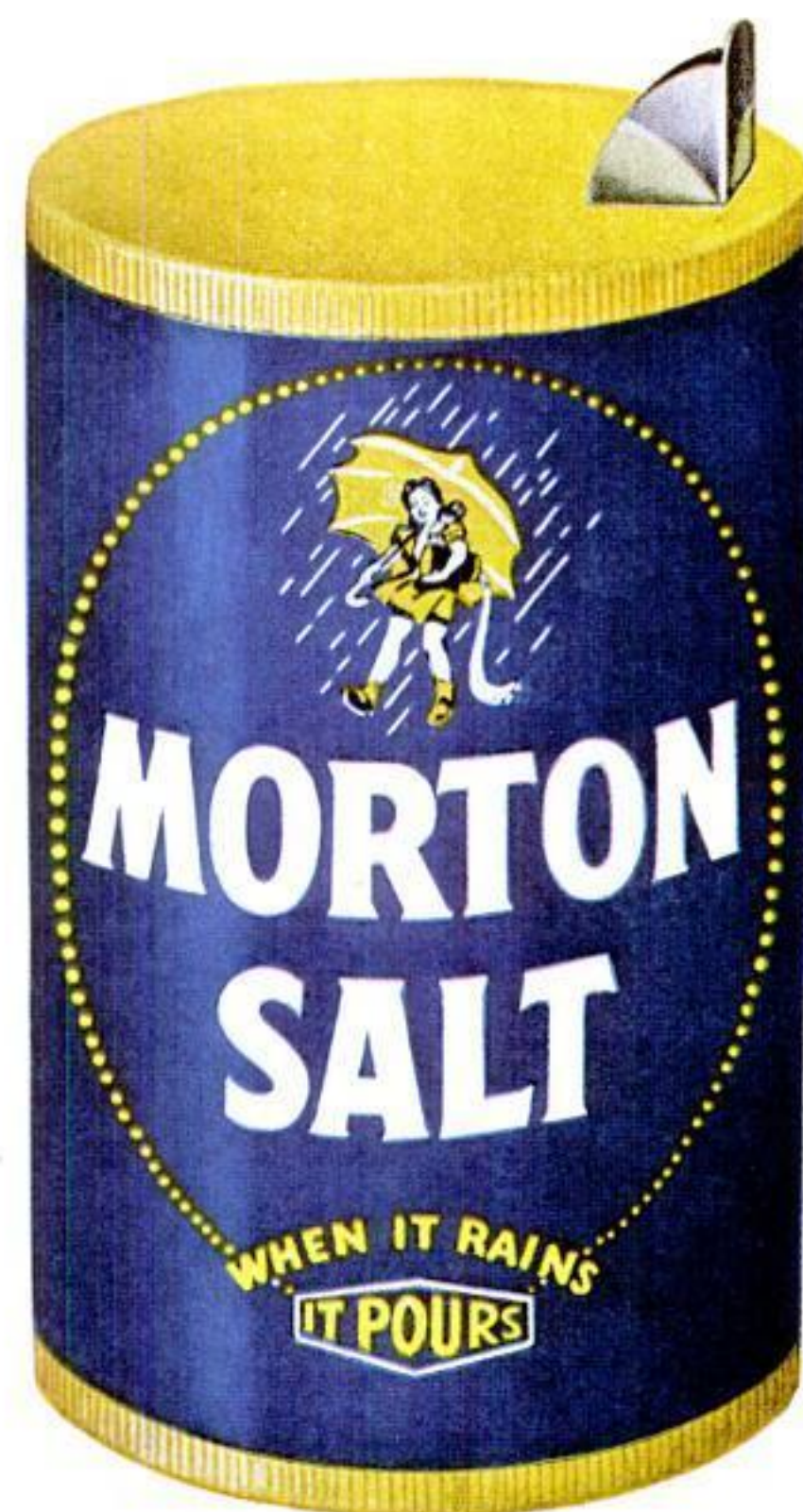
COMFORT



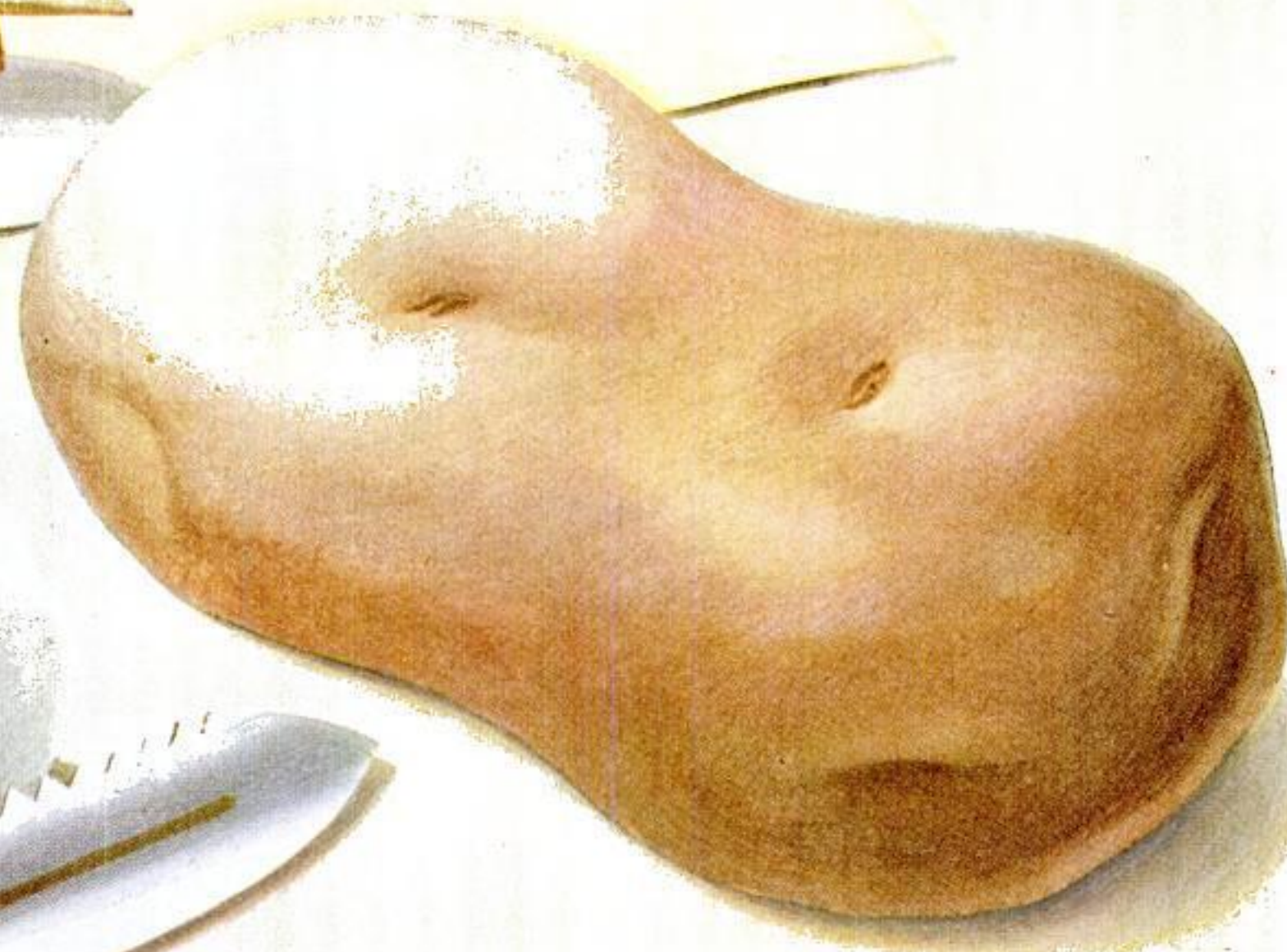
Use as often as needed.

CONTINUED ON PAGE 97

What's a potato without salt ?



PLAIN OR IODIZED



Season with Morton's...more people do



When it rains it pours



SPORTSMAN'S TREASURE



Known by the Company it Keeps

Seagram's VO

CANADIAN WHISKY—A BLEND . . . OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD
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SNAGGED ON A BAR as she attempts to become a ballet dancer, Lucy gets hopelessly entangled and calls for help from her teacher. She gives up ballet.



DRENCHED AT HOME as show comes to a wet end, Lucy is hit by pail of water which husband (Desi Arnaz) put over door to teach her not to be a pest.

Weather Match

by Bobbie Brooks

YES... compare these fine suits with any similar suit at ANY price... and you'll see why they're the favorites everywhere! 'Round the calendar acetate and rayon fabric in magnificent colors. Sizes 9-15 and 10-20 — and less than \$17 at good stores everywhere...

for store nearest you, write
BOBBIE BROOKS Cleveland 14, O. - New York 18, N.Y.; in Canada, CAMEO CO. Montreal

Tabcin
EASES SNEEZES
AND OTHER COLD MISERY

When you take cold—take TABCIN quick! TABCIN is the modern cold formula of time-tested ingredients to relieve the headache, the feverish feeling and aches and pains of a cold. TABCIN also contains antihistamine to check sneezes and sniffles. TABCIN offers more complete cold relief!

Miles Laboratories, Inc., Elkhart, Ind.

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MAKE A FRIEND OF Tabcin

If you own a Schick or Remington Electric Razor ...

You get a closer shave and greater comfort by preparing your face before you shave. In just three seconds this wonderful lotion:

1. Evaporates sticky, razor-clogging perspiration.
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It also lubricates the shaver's cutting head for longer shaver life!

Lectric Shave is available at drugstores or toilet goods counters. Only 49¢ plus tax—enough for 80 slick shaves. The J. B. Williams Co., Glas-tonbury, Conn.

ANY RY-KRISP AROUND?

FAMOUS RY-KRISP REDUCING PLAN ON EVERY PACKAGE

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Panel of American fashion leaders



MRS. FRANK B. WILDE—Seattle, Wash. (Instructor of Creative Sewing and Dressmaking at Edison Technical School)



MRS. KEN MURRAY (Betty Lou Walters) (CBS television star)



MRS. G. GARLAND LYLE, JR.—Jackson, Miss. (Children's Theater costume designer)



MISS PATSY CRITES—Soddy, Tenn. (National 4-H Achievement Winner in clothing)



LORETTA YOUNG—Hollywood, Calif. Star of Columbia Pictures' "Paula"



EDITH HEAD—Hollywood, Calif. (Paramount Designer)

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SEWING MACHINE

No attachments needed . . . with the built-in DIAL-A-STITCH!

PFAFF GIVES YOU A COMPLETE SEWING CENTER IN YOUR HOME

Pfaff has the amazing built-in Dial-a-Stitch: you just dial the stitch you want and sew! That's all! Without cumbersome, complicated, costly attachments! Everything you need is built in . . . right at your fingertips in the Pfaff.



NO ATTACHMENTS NEEDED
JUST DIAL IT TO STYLE IT!
with exclusive DIAL-A-STITCH



Sews on your buttons! Yes, two or four-hole buttons, snaps, zippers, ornaments!

Make your own button-holes! Any size—easily dial-made on Pfaff!

FULL ROTARY

"Full rotary" means continuous, forward motion—not an oscillating action that slows down work and clogs under pressure. Pfaff is precision-designed for most accurate sewing . . . at all speeds!

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JOAN CRAWFORD—Hollywood, Calif.
Star of Warner Brothers',
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MRS. LAMBERT H. FISH, JR.—
Evanston, Ill. (Chicago's
"Mother of the Year" in 1951)



ORRY KELLY—Hollywood, Calif.
(Famous Motion Picture
Fashion Designer)



SHIRLEY TUCKER—New York City
(New York fashion
co-ordinator and fashion editor)



HELEN ROSE—Hollywood, Calif.
(Metro-Goldwyn-Mayer Designer)



MRS. WILLIAM WILKINS—
Minneapolis, Minn. (Winner of
"Mrs. Homemaker" contest at
International Food and Home Show)

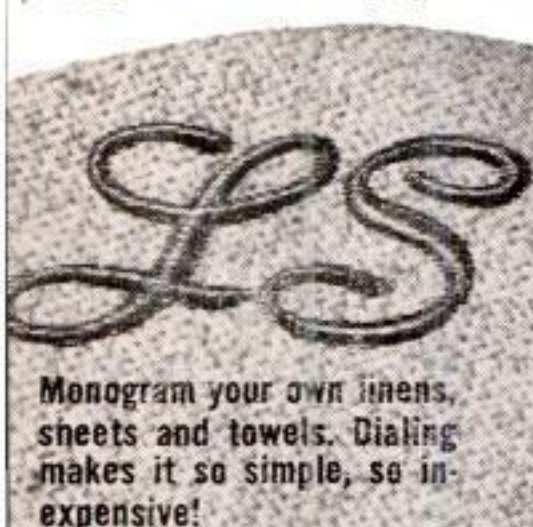
—And when this distinguished panel of sewing experts assures you that "Pfaff is finest!" that sums up the everyday experience of more than 4,000,000 women who have sewed and saved with Pfaff! Pfaff is the originator and the world's largest manufacturer of the zig-zag sewing machine. Pfaff has made fine sewing machines for 90 years. Only Pfaff has the Pfaff built-in Dial-A-Stitch!

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Like having a "sewing room" in even the smallest apartment! Opens to big work-table; convenient drawers and work storage. In finest finishes—mahogany, walnut, lime-oak—period and modern. Also DeLuxe Zig-Zag portables—full-duty, light-weight models.

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ASAVE is made by Goalie Terry Sawchuk, leaning forward in his gorillalike stance, grimacing through the spray of ice kicked up by an attacking player. At his post he wears 40 pounds of pads and equipment.

'GREATEST HOCKEY GOALIE EVER'

In second year up, young Terry Sawchuk and his gorilla crouch keep Detroit Red Wings far in lead

Even in the eyes of opposition hockey coaches, Terry Sawchuk of the Detroit Red Wings is "the greatest hockey goalie ever." At 22, and in his second year in the bigtime, he is the big reason why the Red Wings are running away with the National Hockey League race. He has big hands, fast reflexes and an unorthodox, gorillalike crouch—"I feel more comfortable

down there." In 50 games this season, playing back of the league's best defensemen, he has scored 10 shutouts and allowed a miserly average of 1.86 goals a game. He has cataloged the shooting habits of most of the league's veterans. "There are only a few you can't guess on," he says. It isn't healthy for a goalie to guess wrong. Sawchuk has 40 stitches on his face to prove it.

Now—the luxury of sculptured

Broadloom

at a much-less-than-luxury price

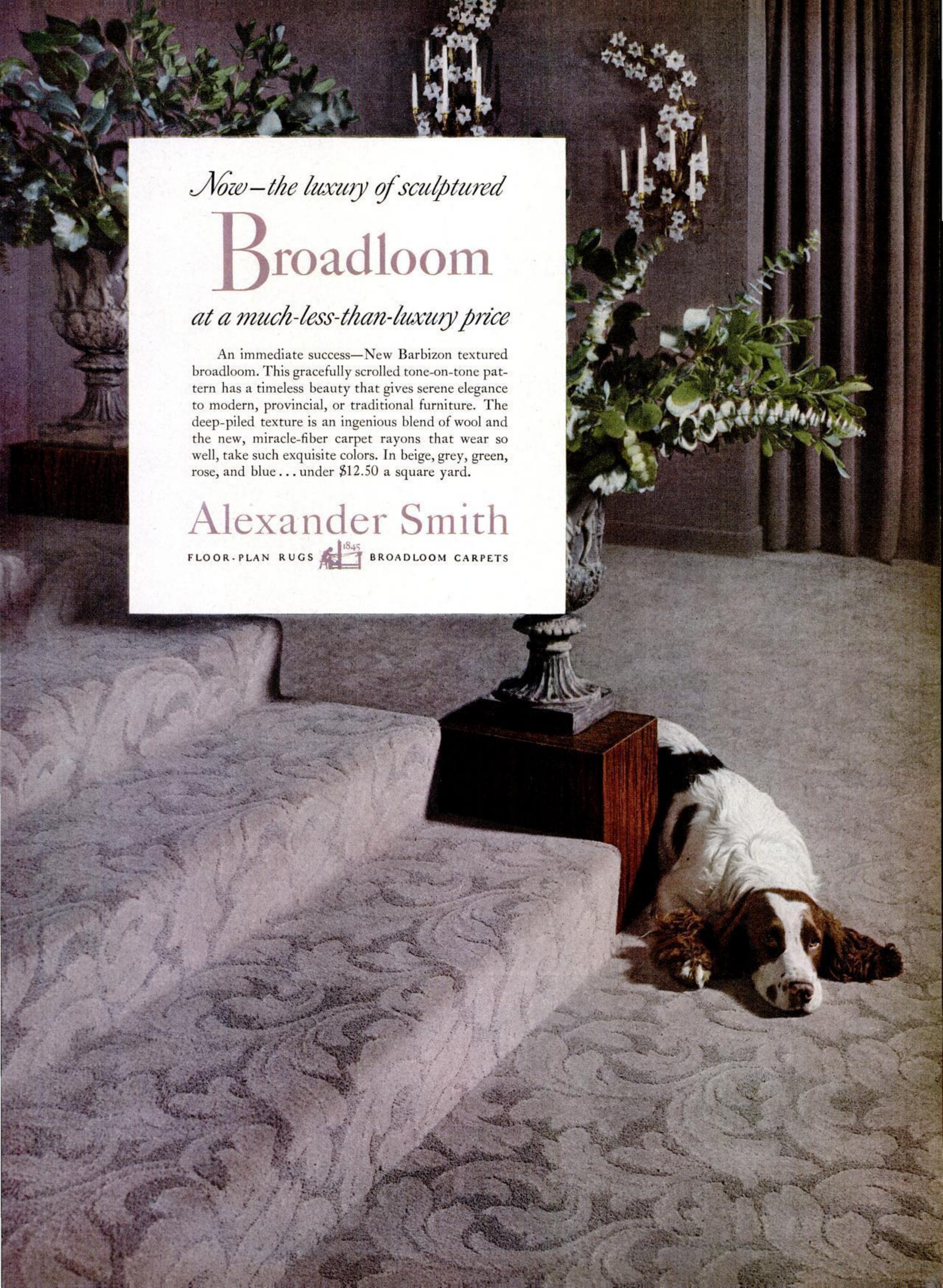
An immediate success—New Barbizon textured broadloom. This gracefully scrolled tone-on-tone pattern has a timeless beauty that gives serene elegance to modern, provincial, or traditional furniture. The deep-piled texture is an ingenious blend of wool and the new, miracle-fiber carpet rayons that wear so well, take such exquisite colors. In beige, grey, green, rose, and blue... under \$12.50 a square yard.

Alexander Smith

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Thrifty nifties in 18 minutes!

Only pre-cooked Minute Rice
can do these speedy tricks!

18 MINUTES!

Savory Cabbage-Rice. Prepare $1\frac{1}{2}$ cups (5-oz. package) Minute Rice as directed on package, substituting 2 cups tomato juice for the $1\frac{1}{2}$ cups water. (Minute Rice *takes on the rich red tomato color—makes a wonderfully appetizing dish!*) Fry 8 slices bacon until crisp. Mix 4 cups shredded cabbage, $\frac{1}{2}$ cup chopped onion, $\frac{1}{2}$ cup water, and $\frac{1}{2}$ teaspoon salt; simmer 5 minutes. Drain. Add $\frac{1}{8}$ teaspoon oregano, 2 tablespoons bacon drippings, and the rosy rice. Delicious! Serves 6.

Minute Rice takes on color
for extra glamour!

18 MINUTES!

Super Cheddar Scramble. Prepare $1\frac{1}{2}$ cups (5-oz. package) Minute Rice as directed on package. (Just put in water, bring to boil—no more cooking's needed! Then see your perfect, snow-white, fluffy rice!) To half the rice, add $\frac{1}{4}$ cup chopped chives and 2 tablespoons butter. Keep warm. Beat 6 eggs. Add $1\frac{1}{2}$ cups grated Cheddar cheese, remaining rice, and $\frac{3}{4}$ teaspoon dry mustard blended with $\frac{1}{4}$ cup milk. Cook in melted butter till eggs are done but still soft. Serve gold-and-white heaven to 5 or 6 worthy people!

Minute Rice prepares itself
- just bring to a boil!

18 MINUTES!

Lemon Rice with Broiled Fish. Mince $\frac{1}{2}$ clove garlic; sauté in 2 tablespoons butter until golden brown. Add $1\frac{1}{2}$ cups (5-oz. package) Minute Rice, $1\frac{1}{2}$ cups water, 1 teaspoon salt. Bring to a boil, cover, remove from heat, let stand 10 minutes. Add 1 tablespoon lemon juice and 1 teaspoon lemon rind. Serve with broiled Birds Eye fish fillets. Here's the rice that's *perfect* with any fish dinner—with a special lemony zest in every single grain! Recipe serves 4.

Minute Rice absorbs flavor
— through and through!

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THE TRIPLE ECONOMY
SIZE!

Get the big, new 15-oz. box of Minute Rice! This fancy, long-grained, *pre-cooked* rice does magic tricks with short-cut cooking, thrifty meals, and special glamour dishes.

★ NO WASHING! ★ NO RINSING! ★ NO DRAINING! ★ NO STEAMING!

For perfect rice
without the work
*** pre-cooked

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SQUEEZE PLAY works on Don Raleigh of N.Y. Rangers (center). Sawchuk comes out of cage to tie Raleigh up as Teammate Leswick hits from other side.



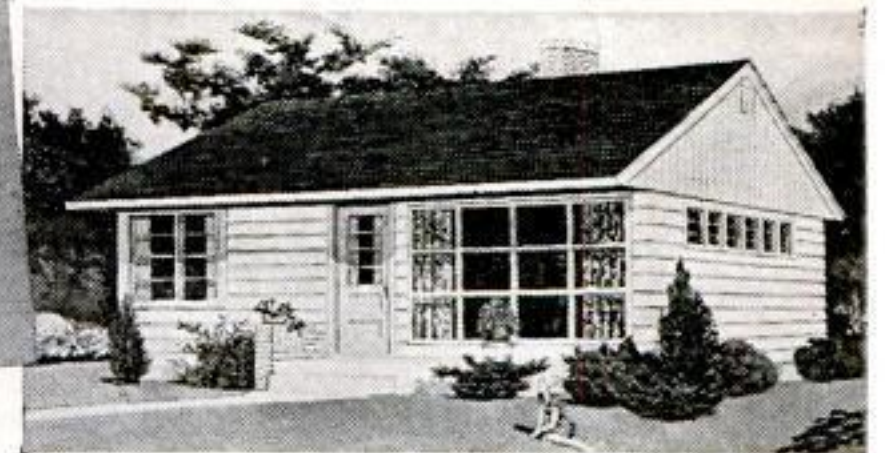
"GARBAGE COLLECTORS" who lurk near cage for rebounds cause him the most trouble. Here he dives to keep puck away from Elmer Lach of Montreal.



LOW CROUCH enables Sawchuk to keep his eye on puck through teammates' legs as Montreal's brilliant Maurice Richard (top) bears in on him for a shot.

CONTINUED ON NEXT PAGE

**THIS ALADDIN
5-ROOM HOUSE
\$1974**
FREIGHT PAID



YOU CAN BUILD THIS ALADDIN READI-CUT HOUSE YOURSELF . . . and Save Hundreds of Dollars!

For over 45 years Aladdin has manufactured its own houses and sold them direct to home builders. The finest quality KILN DRY lumber is used. This lumber is cut to exact size on fast, precision machines in Aladdin's own mills. Because the Aladdin Read-Cut System eliminates expensive hand measuring and cutting you save as much as 30% on labor. You save 18% on waste also. And you can choose the size and style house you want from Aladdin's 110 beautiful designs. **YOUR COMPLETE HOUSE** will be delivered in ONE

SHIPMENT direct from our mills. Not only will you save money but you'll have a house to be proud of throughout the years.

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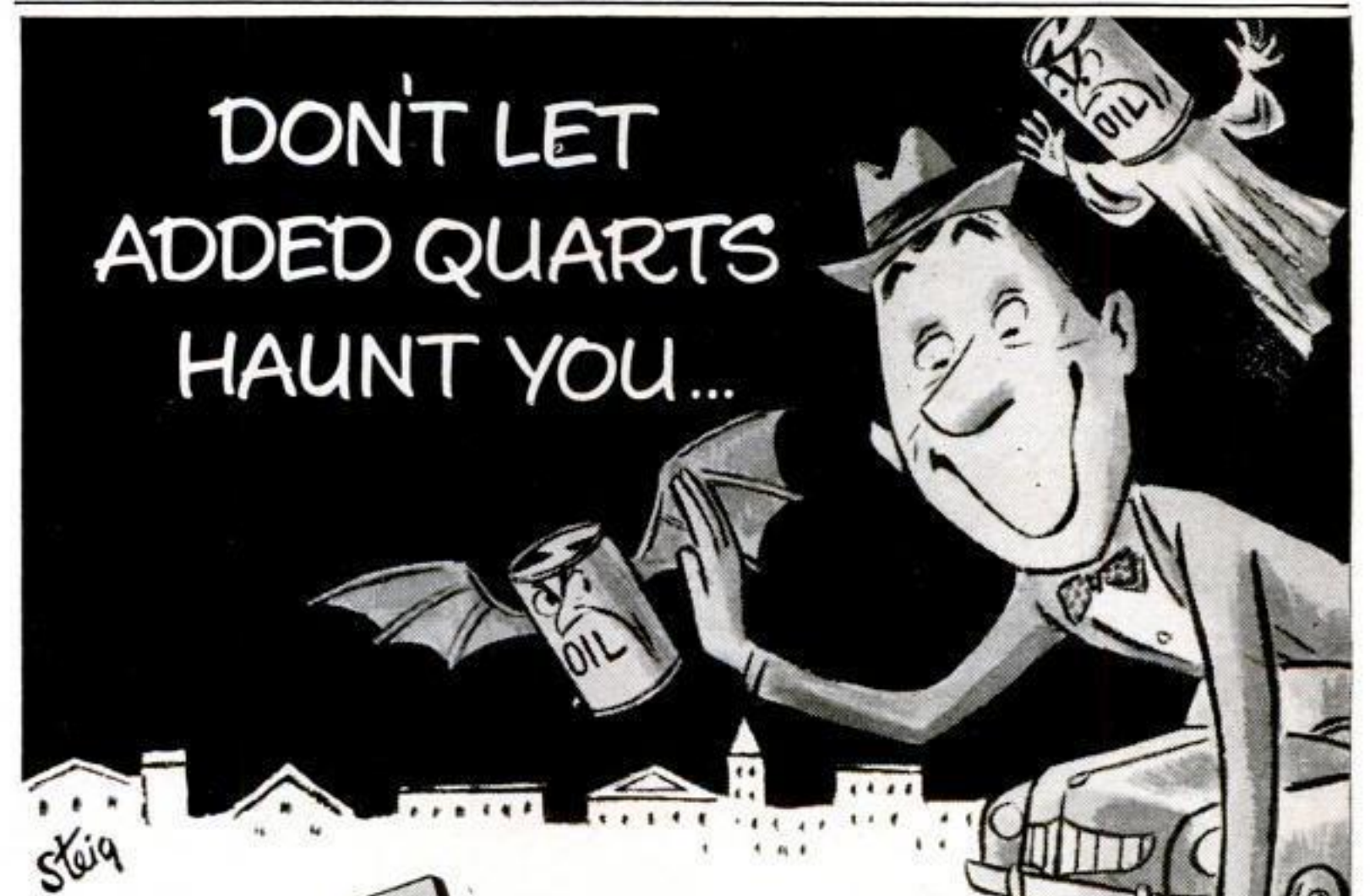
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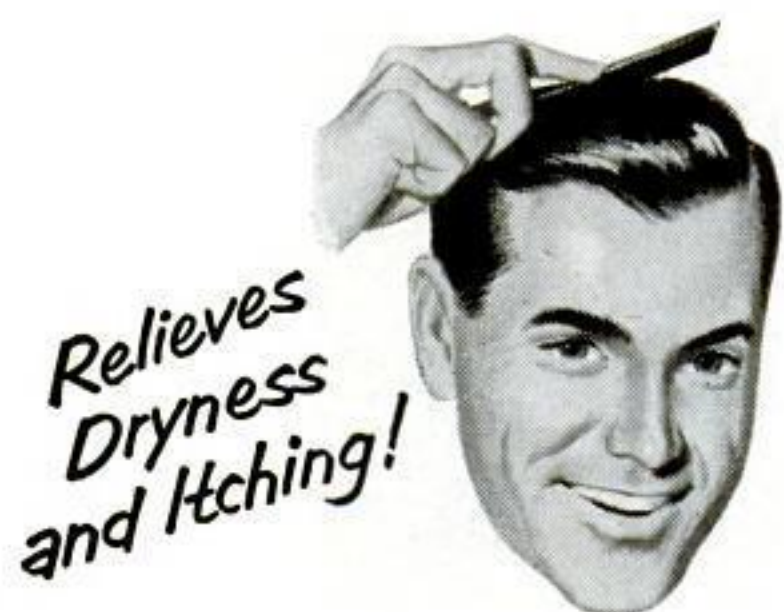
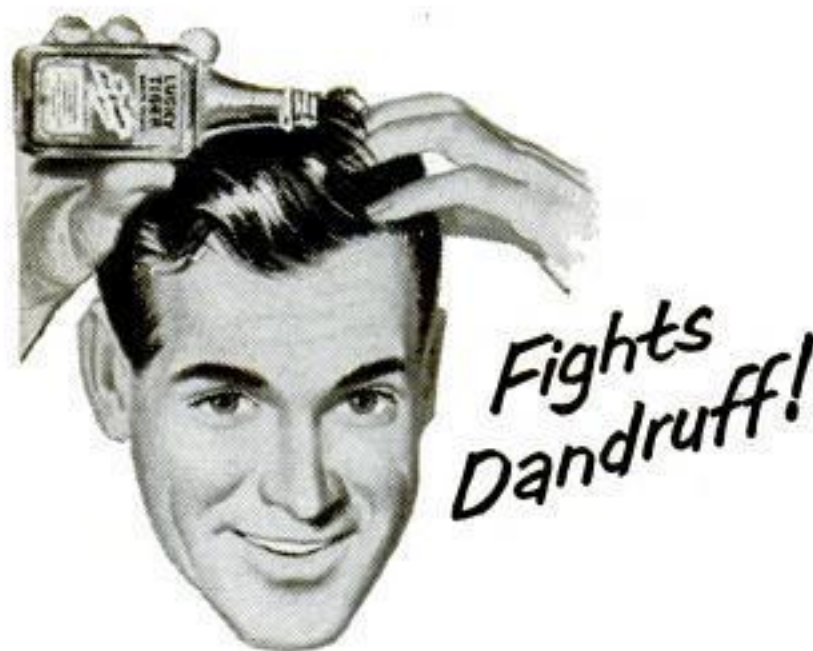
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Lucky Tiger grooms your hair perfectly. But it does a lot more besides. Lucky Tiger kills on contact the dandruff germ, pityrosporum ovale, removes loose dandruff and gives your scalp a clean, wide-awake tingle. Treat your hair to all this, plus natural, greaseless grooming. Ask your barber, he knows.

LUCKY TIGER 3-PURPOSE Hair Tonic

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TANDEM DEFENSE sandwiches Montreal's Geoffrion (dark jersey) as Sawchuk jumps to deflect puck. With quick moves depending on sharp eyes, Sawchuk rests his eyes the day of game, staying away from books, movies and TV.

COUGH RELIEF STARTS in 5 swallows

Swallow 5 times as an F&F Cough Lozenge melts on your tongue. Just feel that cough*-relieving, throat-soothing action!

*For coughs due to colds



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NEW CHERRY FLAVOR!

Amazing New Creme Shampoo Re-Colors Hair IN 17 MINUTES

Now change streaked, gray, graying or drab hair to a new lustrous youthful-looking color, try Tintz Creme Shampoo-Tint today. It's a new hair coloring that re-colors hair at home as it shampoos. Takes only 17 minutes. No waiting for results. It's so easy to use — just shampoo. Won't wash or rub out. MONEY BACK Guarantee. Get your choice of 13 beautiful shades today.



Tintz CREME SHAMPOO HAIR COLORING
At Drug and Department Stores

START!



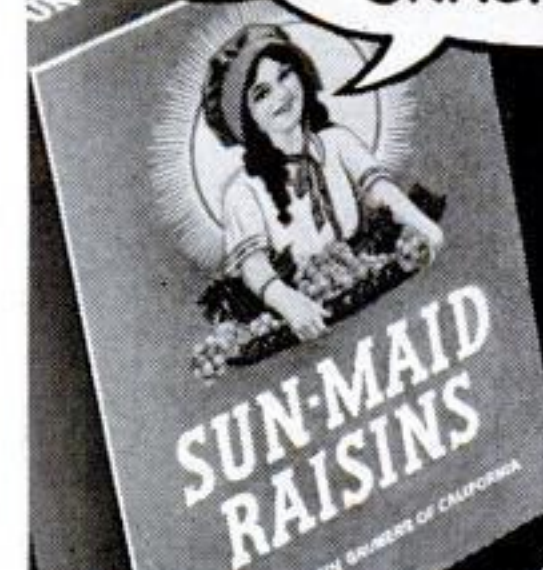
and

GO!

Hester Quality-Built Batteries are the product of a quarter-century of experience and carry an unconditional guarantee on workmanship and materials. For the name of your nearest dealer, or for jobbing arrangements, write

HESTER BATTERY MFG. CO.
Nashville 10, Tennessee
Southeast's largest independent producer

**SUN-MAID RAISINS
ARE GRAND FOR
BETWEEN-MEAL
SNACKS**



Rich
In Iron—
For Extra
Energy

Ask Your Grocer For The
SUN-MAID THRIFT-I-PAK
Six Handy Pocket Packs At
A New Low Price!



Look what you get in a Pullman Roomette



1. Your Pullman Roomette is as private as your thoughts. You work, you read, you relax in railroad safety with the world locked outside your door.



2. Your porter is always at your service. He'll hang up your clothes, shine your shoes, bring you extra blankets or pillows, and call you in the morning.



3. If anything can tempt you away from your Roomette, it's the companionship of the lounge car. Here you meet new people, learn new things, make new friends.



4. Ready for bed time? Just pull a good night's sleep out of the wall: a full-size bed with a comfortable mattress and fresh, laundered linens.



5. Hot and cold water, towels, and complete toilet facilities are right in your Roomette. It's easy to look as bright as you feel when you arrive downtown.

You may not always be able to get a Roomette. But you can always get information from your railroad ticket agent about other wonderful ways to go Pullman.

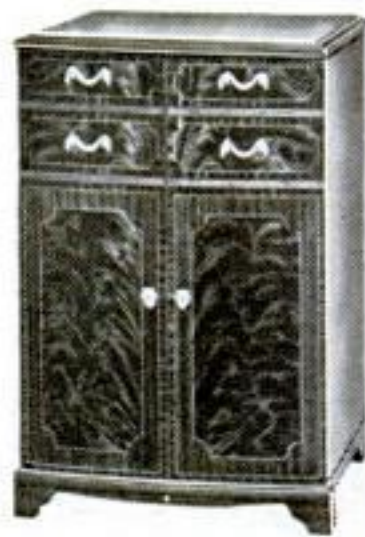
Take it easy

GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE



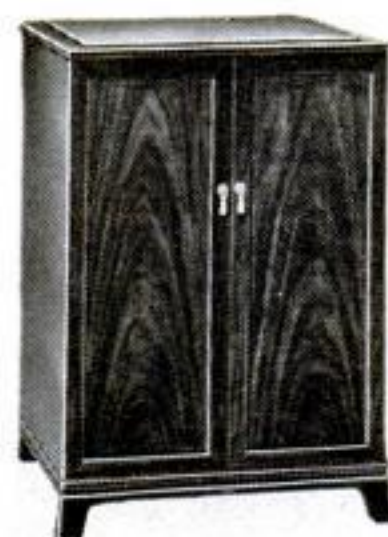
The Clarendon
21-inch. 21T179



The Rockingham
21-inch. 21T178



The Donley
21-inch. 21T177



The Suffolk
21-inch. 21T176



The Meredith
21-inch. 21T165



The Selfridge
21" wood table set. 21T159.
Matching base, extra.



The Calhoun
17-inch. 17T173

RCA VICTOR television

If there's a picture in the air

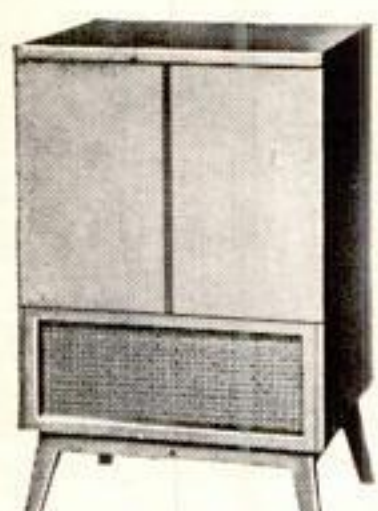


Deep among city buildings where electrical interference often hinders good television performance—new RCA Victor Super Sets with "Picture Power" give you strong, virtually *interference-free* reception.

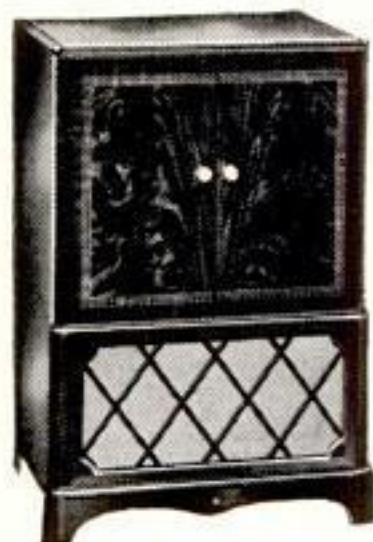


Far in the country new RCA Victor Super Sets with "Picture Power" catch pictures that "couldn't be caught" before! Far from the sending station where reception has been weak, unstable or even impossible, new Super Sets bring the clearest pictures and sound possible.

If you've never owned television, this is the year you can't afford to miss . . . with national elections—coast-to-coast coverage of important events!



The Kendall
17-inch. 17T174



The Covington
17-inch. 17T172



The Crafton
17-inch. 17T163



17-inch RCA Victor Colby. Super Set quality at a new low price! Maroon cabinet. Matching console base with built-in antenna, extra. Model 17T150.

Also, **17-inch RCA Victor Glenside** (not shown). Table model finished to look like richly grained mahogany or blond wood. Matching console base with built-in antenna, extra. Model 17T151.

you'll see it on these new Super Sets!

The only television with "Picture Power"

New Super Sets bring you television's strongest and clearest pictures. Tops in quality, styling, value, they have television's first *electronic supercharger*—RCA Victor's new circuit-system which supplies a reserve of automatic power, "Picture Power," for finest reception possible, wherever you live.

When you buy an RCA Victor Super Set you get:

- **Clearest reception possible**—field tests prove it—you can prove it, yourself.
- **Virtually no interference!** Television's first double-shielded tuner screens out interference in sound and picture.
- **Unsurpassed engineering!**
- **When UHF is ready**, your RCA Victor set can easily be adapted.
- **"Golden Throat" tone system!** Finest listening in television.
- **Beautiful cabinets!** No extra charge for mahogany finish.
- **The world's most popular and proven television.** RCA Victor has outsold every other since it was introduced.
- **Dependable Factory Service!** When you buy RCA Victor Television—with RCA Factory Service—you get television's greatest combination. For the best in television service buy one of RCA Service Company's budget-priced service contracts . . . or get a year's protection on your RCA Victor picture tube for as little as \$5.

Don't miss the RCA Victor Show on NBC Television.

RCA VICTOR

Division of Radio Corporation of America



WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION

If you own a small-screen set, here's the big-screen quality you've been waiting for. Surprisingly easy terms at RCA Victor dealers. Find out today.



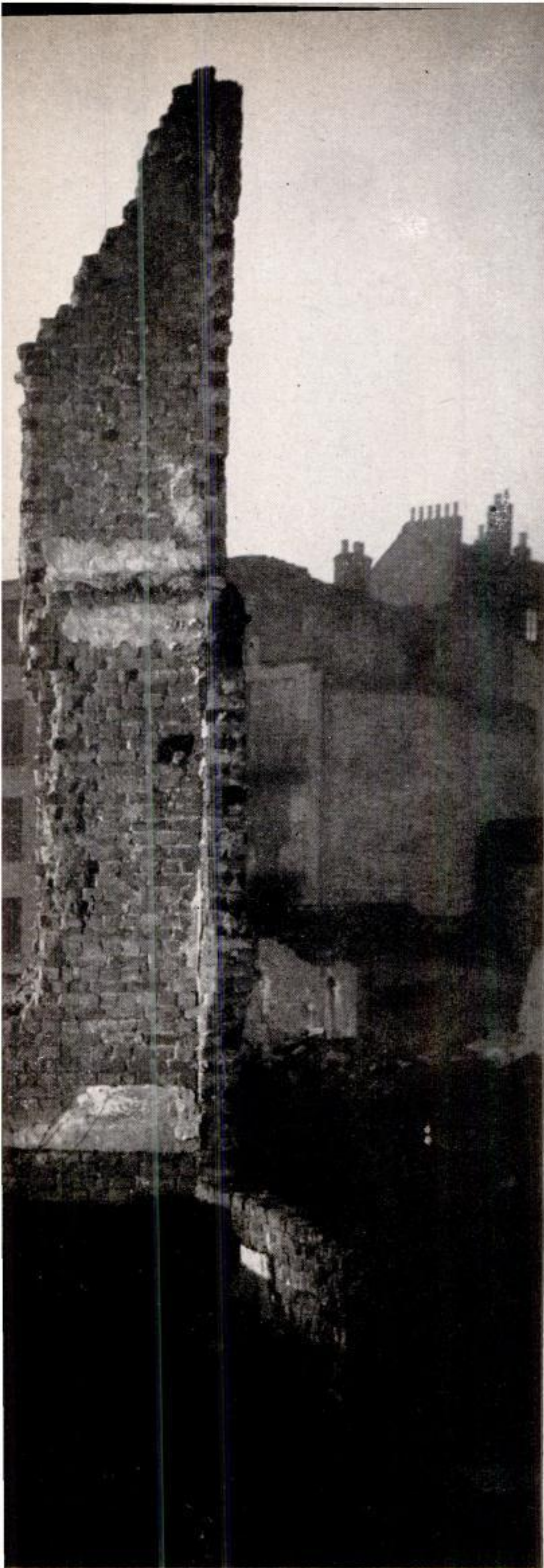
A Giant Stirs Again

HAMBURG SHOWS WHY GERMANY TALKS TOUGHER

In the scene above—half shambles, half shining progress—lies the most stimulating story of Europe today but also the best possible clue to the new political brashness (p. 118) which Germany has been showing in the councils of West Europe. The scene is Hamburg, second city of the Reich, traditionally greatest seaport of Europe, and, in the last war, one of the worst-damaged cities of the world, where in saturation bombing, 75% of the dwellings were totally or partially destroyed and 55,000 people died.

Today Hamburg is a city with whistles blowing and engines throbbing, main port of a resurgent Germany, main outlet for Germany's growing stream of exports, home harbor for most of its new merchant ships. Its air is light and bracing. The wind blowing briskly from the sea brings clouds, splashes of cold rain and patches of sunshine that glisten on the church steeples of the old Hanseatic city, on the shiny funnels of new ships, and on the rubble too. But the rubble no longer seems important. Only

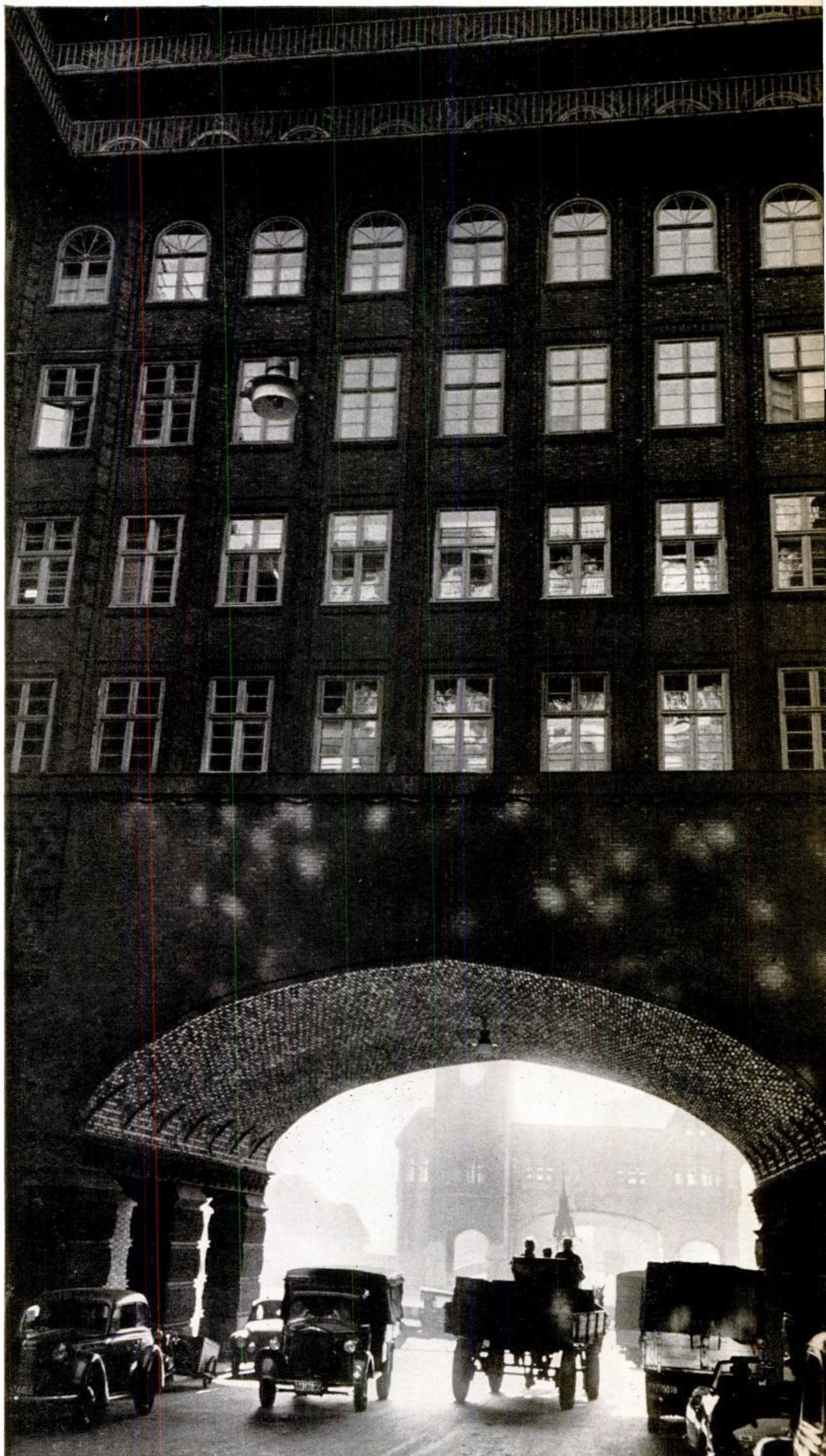
construction is on Hamburg's mind. The job is being done with U.S. dollars, German sweat and business brains. The brains can almost be seen at work. Men wearing long, heavy, double-breasted overcoats which mark the prosperous *Mitteleuropäer* hustle in and out of Hamburg's offices and the expensive Atlantic Hotel. Their necks are thick and red with creases which appear and disappear as they bend over heaping plates of *Rindfleisch* (beef) and *Kartoffeln* (potatoes) talking business as they eat.



ABOVE THE RUBBLE of Barmbek district, destroyed in 1943, rises a rubber factory, its windows gleaming as night shift works. It employs 3,000 men.

PHOTOGRAPHED FOR LIFE
BY WALTER SANDERS

The dramatic revival of Hamburg is a spectacular measure of West Germany's recovery. Much of the leadership in Hamburg was provided by a remarkable mayor (*p. 113*), who gave up U.S. citizenship to take his job. But the recovery has more than local meaning. It grows mainly and plainly out of German energy and an increasingly bolder spirit which has made West Germany, in defeat, a continuing power and now makes it a rising problem for the hopeful architects of Western unity.



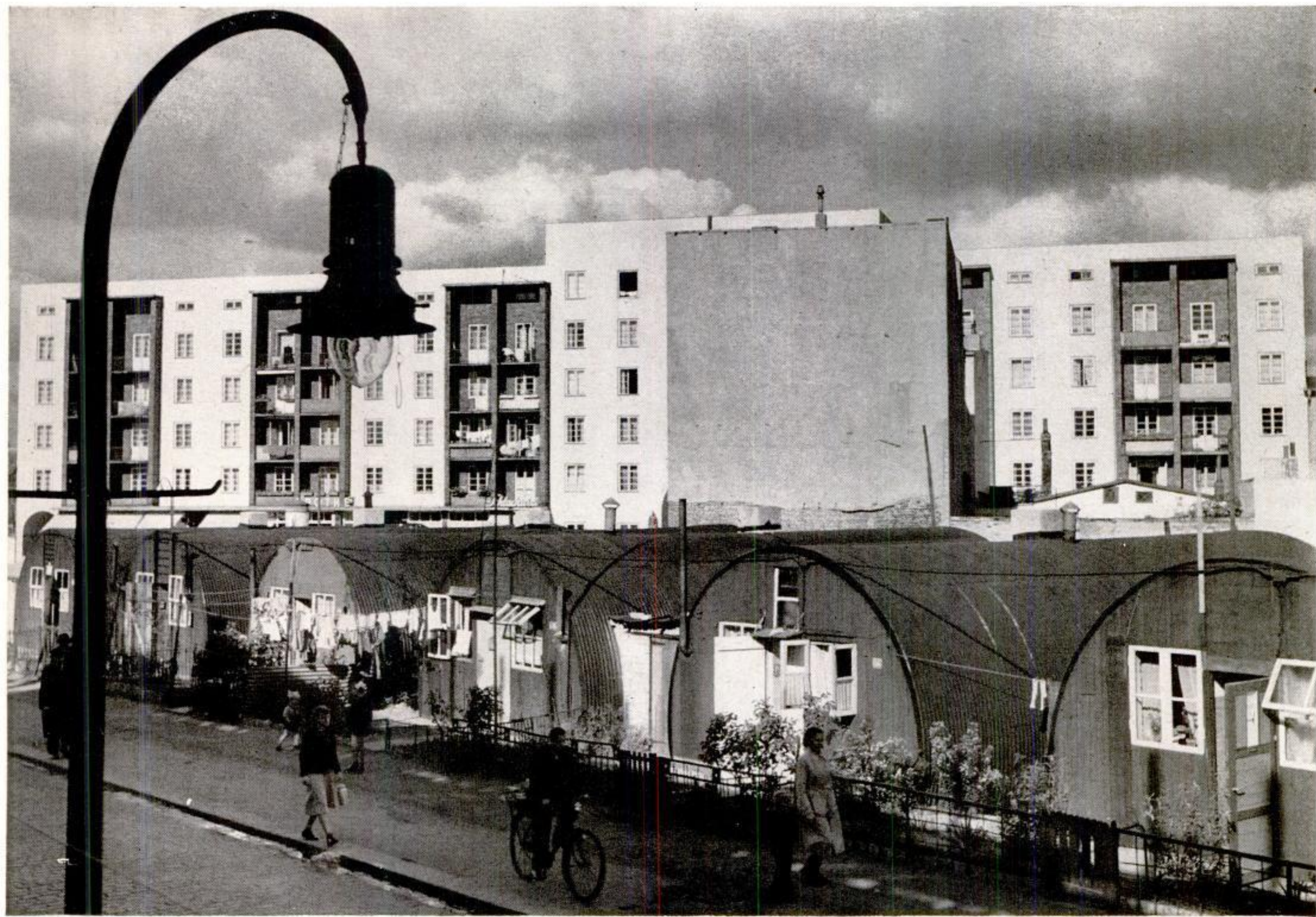
ABOVE THE STREET leading to Hamburg's busy free port stands the Chilehaus, one of the city's largest office buildings. This structure, which survived

the bombings, houses many of Hamburg's import and export firms, whose business is booming. Beyond archway is one of the bridges across the Elbe River.



SIGHTSEERS' VIEW from the 433-foot bell tower of St. Michael's Church, the highest point in Hamburg, looks across a vast area of mixed destruction and rebuilding and shows how well the city has cleared away rubble both to make way

for new construction and to improve public morale. In the distance is the sail-flecked Aussen-Alster (Outer Alster lake). It is surrounded by fashionable residential and park areas that suffered little damage during the years of air assault.



TEMPORARY AND PERMANENT HOUSING are back-to-back in the same block in Barmbek, an area of slums and factories. Quonset-type huts were provided by British occupation authorities in 1945; their German occupants added

the clotheslines and flower gardens. The new apartments (*background*), which were built last year by a non-profit cooperative, provide small family and single units and are rented at an average of about \$22 a month under the city's rent law.

THE DRIVE TO BUILD

To the people of Hamburg, the most heartening signs of recovery are new buildings, particularly such massive, city-financed housing projects as the Grindelberg units (*below*). To replace the 300,000-odd dwelling units which were destroyed during the war, Hamburg already has built about 75,000 new ones, and displaced citizens (the population dropped from 1.7 million to 700,000 during the war) have surged back into Hamburg to occupy them. To encourage home building, the city permits deduction of the cost of private dwellings on tax returns. This tax loophole has spawned not only homes but also a garish crop of expensive, hand-carved front doors and handwrought grill-work. Hamburgers now joke that "a successful businessman cannot afford not to build an elaborate new home, even if he has a fine one already." At the present furious rate of rebuilding, Hamburg expects to have restored at least 150,000 of its lost housing units by next year, and then to hold a great exhibition to be called "The New Hamburg."



MODERN APARTMENTS house white-collar workers. These units were first completed of eight which are being built by city at a cost of nearly \$10 million to house 1,040 families.



BRIGHTENED OFFICES on Rathausmarkt (City Hall Square) in the heart of Hamburg, stay busy well after dark. The area in the foreground, severely damaged by bombs, was rebuilt from total wreckage or scorched skeletons of buildings.



NEON SIGNS glow above the billboards of Grosse-Freiheitstrasse (Great Freedom Street) in St. Pauli,

district of nightclubs, dance halls and brothels. In foreground a sandwich man advertises strip-teaser.



TORCH LIGHTS illuminate a German Communist rally in Zeughausmarkt, as a speaker demands

Red-style German unity. Hamburg Communists led a wildcat dock strike last fall, but it collapsed.



RICH FURNISHINGS dignify the living room of Dr. William Scholz, leading postwar shipbuilder,

sitting with his wife and daughter Renate. Until recently three homeless families lived with them.



LORD MAYOR BRAUER stands in front of the seal of the city at the rostrum in Hamburg's Senate.

THE EAGER 'YANKEE IN THE RATHAUS'

Hamburg's lord mayor (*above*) is Max Julius Friedrich Brauer, 64, a local boy who made good in a strange manner. In 1933, as Socialist mayor of Altona, a suburb of Hamburg, he fought the Nazis. When Hitler took power, storm troopers tried to seize Brauer, but he escaped to Austria, later moved to China and in 1936 to the U.S., where he lectured and became a citizen. In 1946 the American Federation of Labor sent him on a mission to Germany, and shortly his old colleagues had him elected mayor of Hamburg, which necessitated his renouncing U.S. citizenship.

Known now as "the Yankee in the Rathaus (city hall)," Brauer works tirelessly and optimistically. "He never looks at the rubble," explained an admiring official, "only at the new buildings and wharfs sprouting from the mess." Most Hamburgers seem to share his spirit. Descended from a society led by shipowners and merchant princes, they are the most cosmopolitan of Germans, show less of the surly, smoldering resentment of defeat than most countrymen. Among them now are a number of displaced members of the Prussian nobility, refugees from the Soviet zone, as well as some local Communists. Hamburgers support the gaudiest night life east of Paris, and the swankiest shops, finest opera and best food. Their British occupiers, acutely aware of the rations of austerity England, sometimes ask acidulously, "who won the bloody war, anyway?"



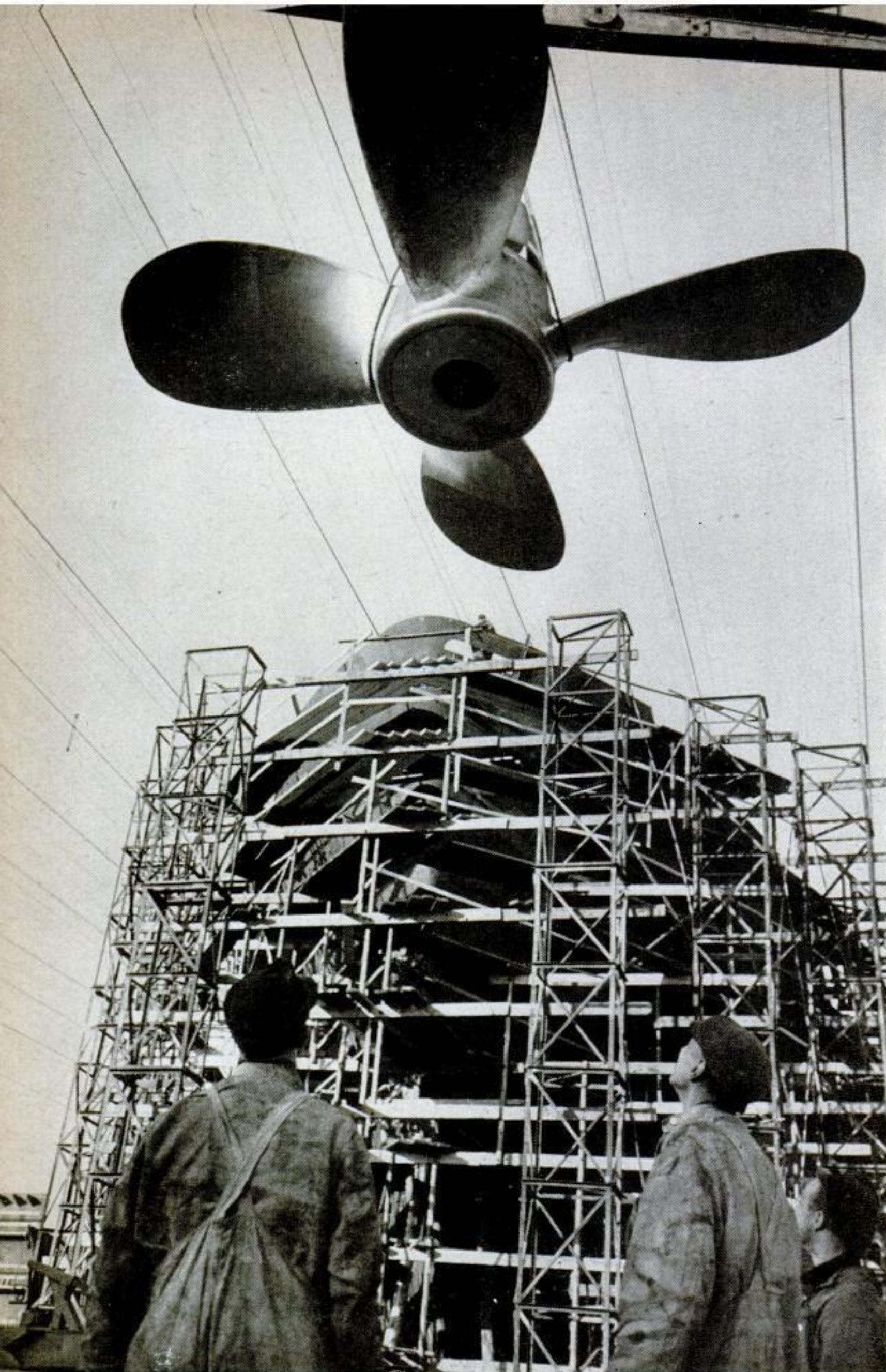
DISPLACED BELLS, taken from East German churches for metal in war, lie unused in Hamburg.



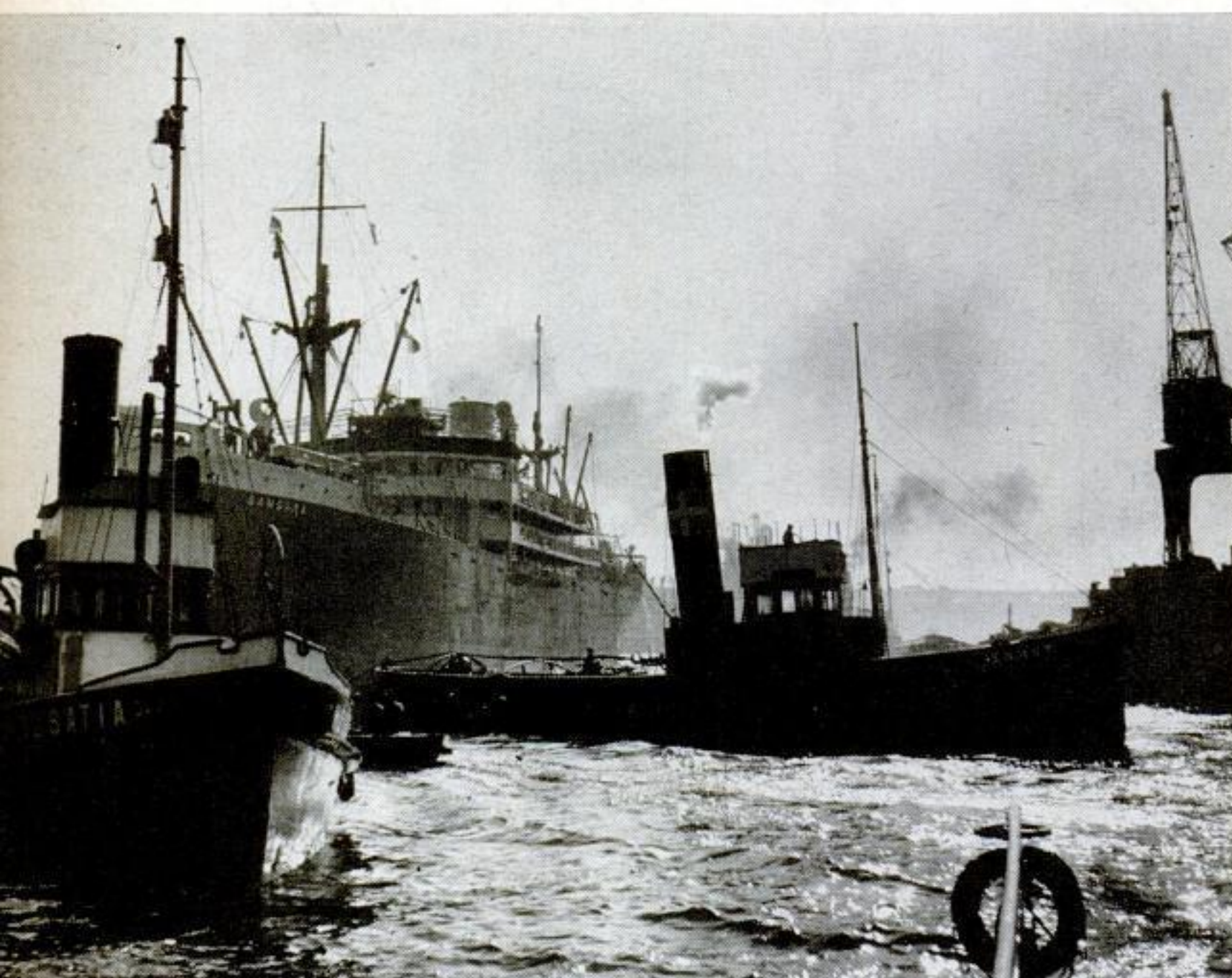
ON HAMBURG'S "FIFTH AVENUE," a department store uses Actress Dita Marlow to model hats for passing crowds. The prices range from \$1.40 to \$14.



IN THE BEST RESTAURANT, the old J. H. C. Ehmke, the owner's wife, Mrs. Cesar Lindner (*left*) and the mistress of the cold buffet display a choice lobster.



BIGGEST SHIPYARD, the Deutsche Werft, turns out a new ocean-going ship every four weeks. Here an eight-ton propeller is hoisted from shop to hull, which, surrounded by scaffolding (background), sits on one of the yard's seven shipways.



BUSTLING HARBOR teems with chuffing tugboats and foreign merchant ships. The *Sangara*, seen at dock (left), is a British freighter which runs between Europe, West Africa and New York. The crane (right) is a postwar installation.

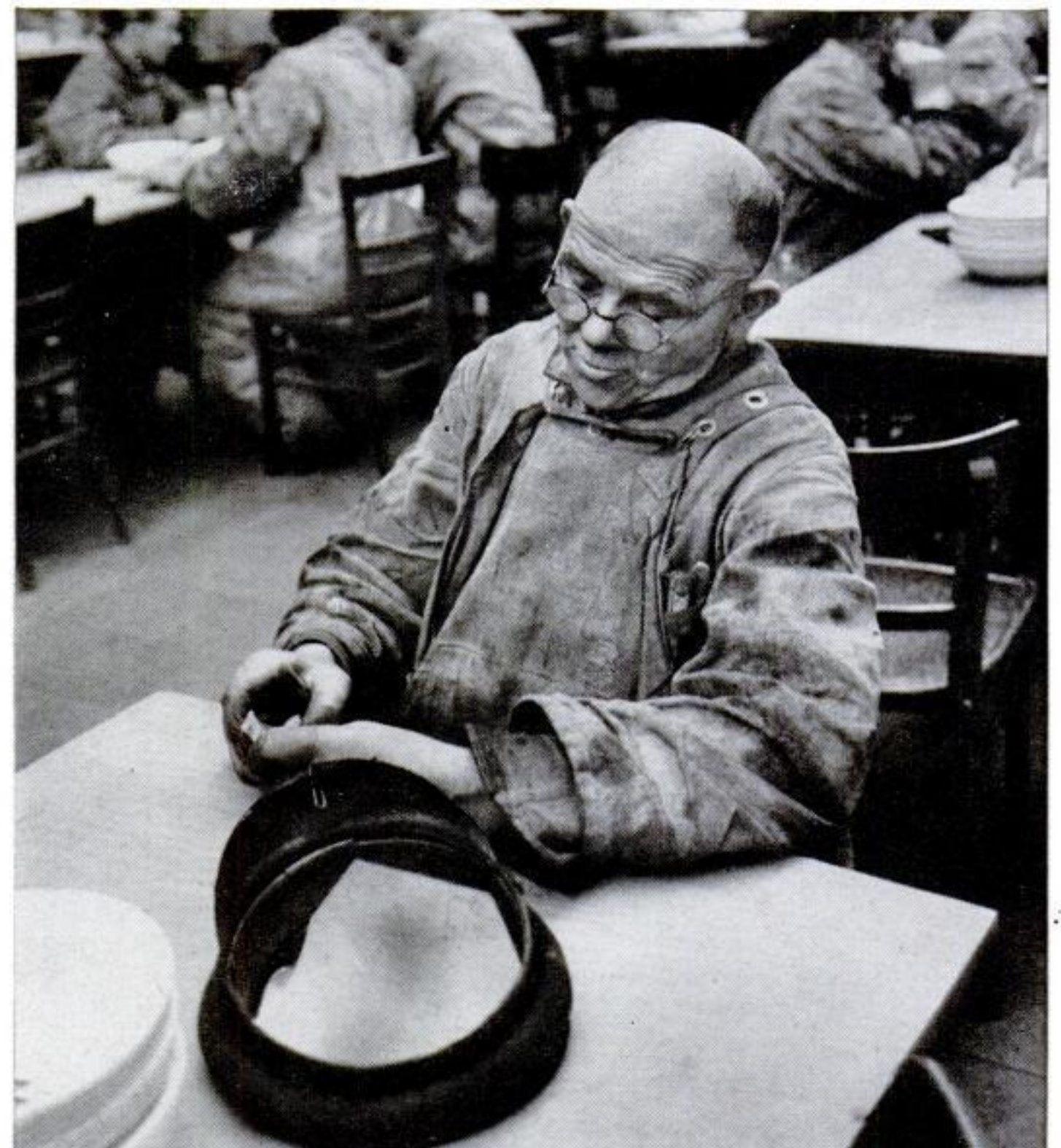
HAMBURG CONTINUED



CZECH CARS WAIT TRANSHIPMENT TO FINLAND

BACKBONE: SHIPPING

The prime source of Hamburg's strength has always been its port, 75 miles in from the North Sea on the Elbe. Within its great free port, where ocean shipments in transit are stored without payment of duty, are vast warehouses and nearby are the greatest of German shipyards. At the Blohm & Voss works before World War II, Hamburg turned out the *Majestic*, *Leviathan*, *Europa*. It also built the battleship *Bismarck* and other warships, and occupation authorities have never let Blohm & Voss reopen. Nevertheless out of 1945's appalling tangle of twisted steel has grown a revitalized shipbuilding industry. The revival began slowly with repair work. Then Germany was permitted to build big ships for non-German owners. In April, 1951 the Allies decided to let Germans build ships of any speed or tonnage for Germany's own merchant marine. Hamburg's real boom started then. The big Deutsche Werft yard alone, shown on these pages, finished 13 ocean-going ships last year and may double that number in 1952. Meanwhile the traders are busy too. Until the Allies complained last year, Hamburg's trade (automobiles, coffee, farm machinery, medical supplies, rubber) was moving both ways through the Iron Curtain. How to control this trade still worries the Allies. Hamburg's determination to find markets was shown recently when one merchant shipped a cargo of conduits to Mexico, thus filling a back-order placed before World War II.



SHIPYARD WORKER enjoys lunch hour at the Deutsche Werft. This yard, which employs 5,800 men, serves a substantial lunch to each man for 25 pfennigs (6¢) and adds chess and cards for recreation during the 45-minute lunch period.



END OF A SHIFT at Deutsche Werft brings a stream of home-bound workers into a misty dusk. Those on the walkway are moving toward a boat landing to board ferries for the city, on opposite side of the Elbe River. Some of them live

in new apartment buildings near the shipyard. They take home an average weekly wage of 72 marks (\$17) after taxes, but even on this low income the workers of Hamburg's shipyards, currently 16,500, have sparked the city's new prosperity.

Which are You?

She's a
SCRUBBER!

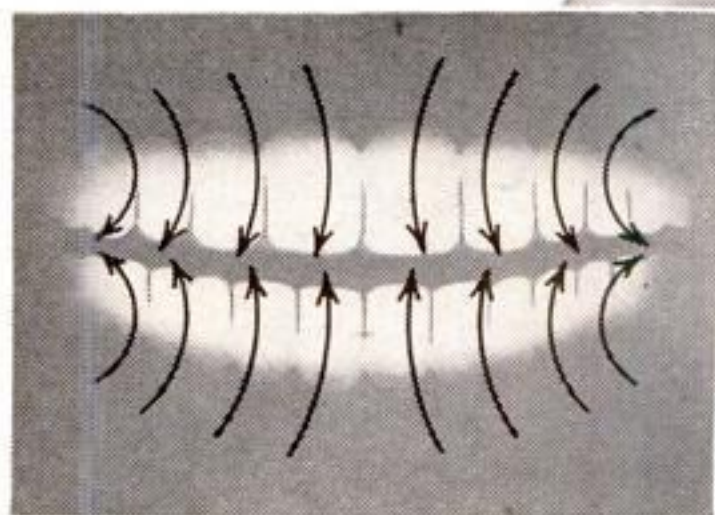


Some folks "scrub," others "roll" when they brush their teeth. Your dentist will tell you that rolling is preferred. And he *may* have a method of his own with which he and his patients have had favorable results. But however you brush, up to now no toothbrush has ever been made which has recognized the fact that *all* people don't use a toothbrush properly.

Yes, the Dr. West's Flexite "takes" your hand and guides it to correct brushing. Its handle invites your fingers to roll it properly over the teeth (down over the top teeth, up over the lower ones). Its bristles flex just right to clean quickly and powerfully—yet gently.

Of course, you can "scrub" with the Flexite, too. And it's a better scrubber than any brush you ever scrubbed with! It's small enough to scrub in there behind the back teeth, and still work up a sheen on your front ones. The Flexite is a great toothbrush. Your dentist will tell you so.

She's a
ROLLER!



The **ALL-NEW** Dr. West's *Flexite*

cleans teeth better no matter how you brush!

5 NEW FEATURES!

- A.** NEW flexing bristles for gentle, thorough cleansing.
- B.** NEW slightly-curved brushhead fits the inside and outside of the dental arch.
- C.** NEW inch-long, dentist-preferred brushhead with **THREE** rows of bristles.
- D.** NEW rolling-ribbed handle to make correct, "rolling" brushing easy.
- E.** NEW heavier, better-shaped handle that's so easy and natural to hold.



60c
IN THREE TEXTURES
Flexi-Soft
Flexi-Medium
Flexi-Hard

Same fine Quality—Same fine Value as the world's largest seller—**DR. WEST'S MIRACLE-TUFT TOOTHBRUSH—60¢**



Never neglect a skinned knee

The tiniest injury can become infected. Always protect with BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

Always look for the name on the box



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HAMBURG CONTINUED

GERMANS USE SAAR AS TEST OF POWER

HAMBURG is just one item in the impressive catalog of West Germany's revival. German barges heaped with coal ply the Rhine from the Alps to the North Sea. Big trucks, shiny Mercedes sedans and myriads of little beetlelike Volkswagens race along the four-lane autobahns from the cities of the north to the flaming blast furnaces of the Ruhr, from the Ruhr to the rolling green hills of Bavaria. And all over the country, out of the dusty rubble of the ruined cities, new stucco-faced buildings of plain functional design are rising at phenomenal speed, equal to America's boomtime rate.

Only seven years after her "unconditional surrender," Germany is again flexing her economic and political muscles—and is almost within reach of a gun. The U.S. is pressing hard to get the Germans contributing, with troops and arms factories, to West Europe's defense. But France, haunted by the gray-green ghost of the conquering Wehrmacht, is more concerned to prevent a new Prussian aggression than to enlist Germany's help against a Russian aggression. This conflict last week brought on a dramatic revelation of how strong Germany's bargaining position has become.

The incident involved the Saar basin. Thirsting for a little revenge as well as the Saar's valuable coal, France had grabbed the basin away from Germany. Until a peace treaty could finally decide the Saar's status, it was to have political autonomy but would form an economic union with France. This meant that the Saar became French territory for all practical purposes.



GILBERT GRANDVAL

German politicians, of course, didn't like this setup. But the U.S. and Britain had approved the original French grab. There was nothing much the Germans could do about it. A fortnight ago the French elevated the Saar's ambitious but untalented Commissioner Gilbert Grandval to the rank of ambassador. Immediately the West German Chancellor Konrad Adenauer made outraged protests: in appointing an ambassador

the French were recognizing the Saar as an independent region, not one which may again become a part of Germany—which is what the Germans and most of the inhabitants of the Saar want. Adenauer threatened to withhold German troops from Eisenhower's proposed anti-Communist Western European army.

This was partly a bow to pressure at home, especially from Adenauer's chief political rival, the embittered, one-armed Socialist Kurt Schumacher, who insists that Germany make no concessions at all to the West until she is granted complete political and military equality. But the threat, which was shortly reiterated by the West German parliament, showed Germany leading from new strength. In effect, Adenauer said, Germany is no longer a pawn in Western diplomacy.

In this conflict it is easy for the U.S. to pat the French on the head and lightly say "There, there," as if we were trying to soothe a frightened child. It is bad enough for the Frenchman to look back at three bloody Franco-German wars in less than a century. But then he looks at present Germany and the future prospects.

It takes no striped border sign to make the boundary line between Germany and France. On the German side the villages are relatively bright. There is new paint. There are flower pots in the cottage windows. Somebody cares. On the French side the villages seem sad, gray and lifeless. Heaps of old manure slant from the walls of shuttered houses down to the rough cobblestones of the street. People may work hard, but in a dogged, apathetic way.

The French, naturally, resent such comparisons, but in their hearts they are well aware of the differences between themselves and the Germans. The point is: they are afraid. They should be.

In her unfortunate history Germany has been long on dynamic energy, short of political wisdom. Her spells of democratic government have been imposed by conquerors. Germans have not won their political liberties for themselves; they have been defeated into democracy.



KURT SCHUMACHER

RELIEVES PAIN OF
HEADACHE • NEURALGIA
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FAST

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thousands of
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Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

Save 15¢

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BLUEBERRIES

with coupon in special twin packages

Crustquick

The Betty Crocker Pie Crust Mix
General Mills, Inc.

Offer not good in Washington and Wisconsin.

PHILLIPS'
MILK OF MAGNESIA

LAXATIVE

**SO GENTLE
SO THOROUGH
FOR CHILDREN - ADULTS**

You'll love **LUDEN'S
WILD
CHERRY**



FLAVORED TO
TASTE GOOD

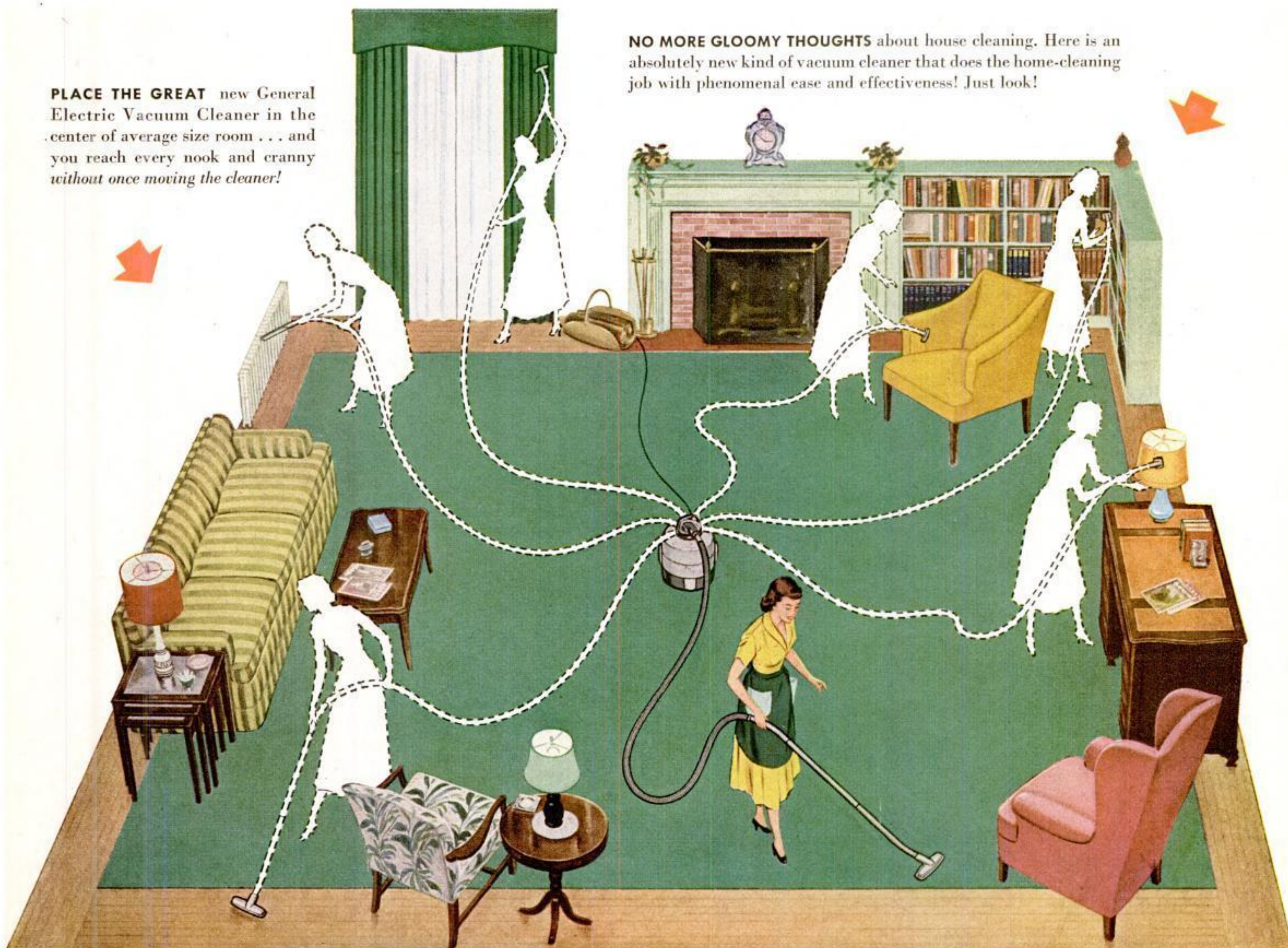
MEDICATED TO DO GOOD

CONTINUED ON PAGE 121

"Reach-easy" cleaning is here!

PLACE THE GREAT new General Electric Vacuum Cleaner in the center of average size room . . . and you reach every nook and cranny *without once moving the cleaner!*

NO MORE GLOOMY THOUGHTS about house cleaning. Here is an absolutely new kind of vacuum cleaner that does the home-cleaning job with phenomenal ease and effectiveness! Just look!



ONLY
\$99⁹⁵*

MODEL AVC-815 complete with caddy and 10 attachments.

1. Clean a whole room without moving the cleaner! You simply place the cleaner in the center of the room, then—since the unique swivel-top rotates—you reach every corner without the usual tug of war! *That's "Reach-easy" cleaning!*

2. Dirt-getting ability maintained as bag fills! G-E engineering and gravity work together to keep the suction head free of dirt—hence *this* cleaner, unlike other cleaners, doesn't lose its cleaning ability as the bag fills!

3. Larger disposable bag than any

other cleaner! Just throw the dirt away, bag and all. And because the G-E "Throw-Away" bag is *extra-large*—it has to be replaced only a few times a year!

4. At last here's a cleaner with a soft, gentle, air exhaust. It's quiet, too—the air-cooled motor is mounted in live rubber and cushioned with everlasting spun glass. And there's no radio or television interference.

You'll be proud to own this great new General Electric Cleaner. And you'll agree that with its complete set of versatile "non-scratch" attach-

ments (some of which are shown in use above) . . . it is one of the *handsomest* appliances ever to wear the G-E monogram!

Unfortunately we're unable to make as many of these new cleaners as we would like to, so your dealer may not be able to give you immediate delivery. But do be patient. This General Electric Cleaner is the finest made . . . well worth a short wait.

General Electric Company, Bridgeport 2, Connecticut.

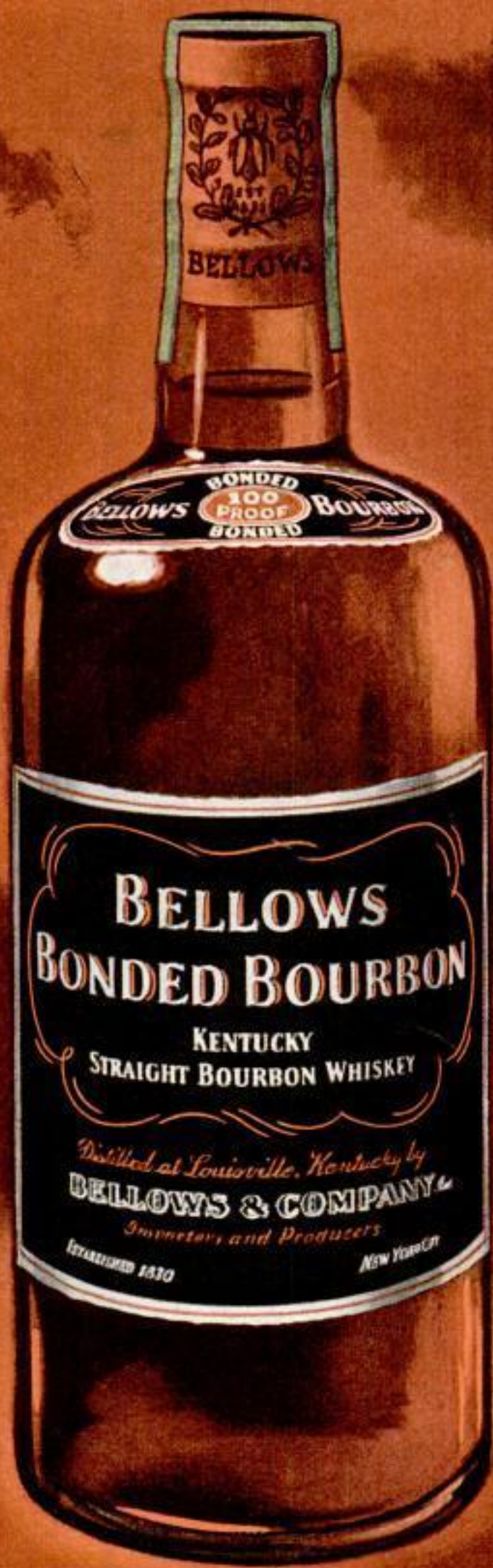
*Price and specifications subject to change without notice.

GENERAL  **ELECTRIC**

**America's
Foremost Wine Merchants
Since 1830**

BELLOWS

for unfailing excellence of quality
AT NO EXTRA COST



The best Whiskies on the Market Today

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FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation has remarkable
skin-soothing ingredient

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider for the brushless shaver—whether you shave daily or less often—means a comfortable, clean shave. And for the man who must shave twice a day, it's a life-saver! It keeps the skin silky-smooth because it's a shaving preparation that's good for the skin. So good that it makes after-shave lotions needless. All you need do is rub a little extra Glider right into your skin... and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed with that healthy look of youth everybody admires.

As makers of fine shaving preparations for over 100 years, and as makers of the only shaving preparations containing EXTRACT OF LANOLIN, we know there's not a better brushless preparation on the market. Get a tube today and see for yourself! The J. B. Williams Co., Glastonbury, Conn.

Charles S. Campbell
PRESIDENT

No matter what else you take
**FOR
COLDS
YOU NEED**

**BAYER
ASPIRIN
FIRST!**

TO RELIEVE PAIN AND DISCOMFORT

FEEL BETTER FAST!

Save 15¢

ON ANY BRAND OF CANNED

APRICOTS

with coupon in special twin packages

Crustquick

The Betty Crocker Pie Crust Mix
General Mills, Inc.

Offer not good in Washington and Wisconsin.

HAMBURG CONTINUED

Ask the average German who has been his country's outstanding politician and the answer is sure to be "Bismarck." He first united the fragments of old Germany into a coherent unit, then used this mass as a balancing weight between East and West, now swinging his weight to one side, now to the other—to the advantage of Germany. That is still the dream of most German politicians: first unite East and West Germany; then try to play both sides. It is a dangerous game and most of the politicians lack the skill to play it successfully. But the danger is that they will try.

In Bonn they tell the story of a housewife who saw some headless fish on the fishmonger's slab and asked him what kind they were. "Adenauer herrings," was the reply. "Why do you call them Adenauer herrings?" she asked. "Well," explained the fishmonger, "if they had heads they would be Bismarck herrings."

The joke is more applicable to other members of the Bundestag (West Germany's elective parliament) than to Adenauer. He has shown signs of a wider and wiser vision than the ambition to be a little Bismarck. He is a statesman, or the nearest thing to it in Germany today. But he is an old man, without political heirs. No wonder the French are afraid. Even Adenauer seems truculent enough to the French and yet he is the most moderate of the lot.

But while the French are sweating it out, what should we do to get the Germans into the right uniforms? Should we woo them some more or should we try getting tough? Neither answer is quite right.

In the first place we might as well realize that there is really no wooing Germany by a coy concession now and then to put her in good humor. Germany will simply gobble the chocolates, ask for more and slap our face if we try to make a small pass at her. This isn't going to be a love match. But we can't force her into the European defense force any more than we can woo her into it. The only thing left is to try to persuade Germany that it is in her own national interest to join this association, that her destiny is wed to Western Europe's whether she likes it or not and that if Russia attacks because a weak, divided West looks like easy pickings, Germany will be the first and biggest sufferer.

The French argue: why are you Americans in such a hurry to rearm the Germans? Twelve German divisions won't make any decisive difference if the Russians attack so why not wait until the rest of Western Europe has become united strongly enough politically and militarily? That will be time enough to let the Germans have a gun.

But a wise American military man in Europe last week pointed out why this argument does not stand up either militarily or politically.

On the military side it is not just a matter of 12 divisions more or less, though 12 more good divisions would be very welcome to Eisenhower. The main thing is that we must commit Germany as a nation to the Western side if we are to have necessary defense in depth to hold the rest of Western Europe. At the moment our troops are a thin string of outposts in a kind of German no man's land. Without German troops fighting side by side with other West European soldiers how could we count on the active support of the population behind those troops, the railwaymen bringing up the supplies, the police to deal with saboteurs and Russian parachutists?

And once German troops are intermingled with those of other NATO countries and Germany's industries are thoroughly intertwined with those of Western Europe, it will be impossible for Germany to try to play that dangerous independent middle role to which she is tempted by her geography and her Bismarckian history.

ERIC GIBBS *Time-Life Correspondent*



WITH BIG THREE—Acheson, Schuman, Eden—Adenauer (second from left) is shown in Paris at a harmonious meeting before Saar threw them off key.

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THE GLOB'S LIFE was complicated, and it was hard to be very farsighted. In this drawing, made especially for *LIFE* by Walt Kelly, the nervous Glob is

investigating a puzzling, wormlike object, unaware that his pet, the Pip, already has come face to face with the business end of one of the local dinosaurs.

THE GLOB

As the blundering but persistent hero in this fable of evolution, he moves from sea to land in a few eons and becomes a songwriter and leader of men

by JOHN O'REILLY and WALT KELLY

A NOTE ABOUT THE GLOB AND ITS AUTHORS

On these and the following pages LIFE presents an account of what may have happened several million years ago to a blob (or Glob) of sea-borne protoplasm that got ambitions to romp in the green grass. The fable of *The Glob* roughly parallels scientific theorizing about some stages of man's early development, but the authors are not seeking an argument with anyone who wishes to dispute its historical accuracy. The idea for *The Glob* grew out of stories Author

John O'Reilly (next page), a top reporter for the New York *Herald Tribune*, made up to amuse his children. One day O'Reilly showed the manuscript of *The Glob* to his friend Walt Kelly (right). Kelly, who writes and draws *Pogo*, the swampland comic strip now appearing in 233 newspapers, was eager to illustrate it. Their joint effort (Copyright, 1952, by John O'Reilly) also is being published this week, in expanded form, as a book (*The Glob*, Viking Press, \$1.50.)

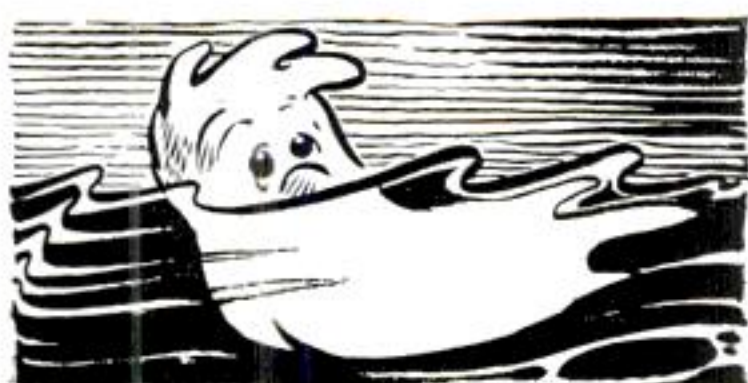


LONG AGO there was a Glob. He was a shapeless thing and he floated to and fro in the tide of the early sea.

When he drifted "to" he looked like this:



And when he drifted "fro" he looked like this:



The Glob was very sad because he had no feet. No feet at all. He floated in the early sea and looked with longing eyes toward the land.

He thought it would be wonderful if he could romp in the green grass under the tree that grew near the shore. But there was always that same trouble. No feet. It is impossible to romp without feet, so he just drifted and watched the green grass that grew under the tree. The poor Glob.

His longing for a good romp became so great that one day he decided to do something



about it. He thought he had better pull himself together. Fumbling and floundering, but working hard, he arranged himself in the

general shape of legs and feet. It wasn't such a good job. The legs were wobbly and, because he had completely forgotten to make himself some knees, they bent in every direction. But the Glob was so eager for a romp that he decided to try them out.

Slowly he rose up and stood there trembling in the shallow water. It was a great experience. But what happened? A wave came along and knocked him down again, flat on his face. The poor Glob.

But the Glob would not give up. For a million years he kept trying to get to the shore. Gradually his legs grew stronger from so much exercise. One day, dripping and shaking, he found himself out on the land. He was so excited that he sat down on a round stone. The Glob was so tired after his long struggle to get out of the early sea that he just sat on his stone for about half a million years. He sat there looking at the wonderful world about him. He looked at the sky and the clouds and he felt the warm sunshine. As he sat looking and looking, he wiggled the ends of his feet. It wasn't a very active life but it was better than just drifting. Then one day he happened to look down at his feet and got a big surprise. He had wiggled the ends of them for so long that they had divided into five stubby sections. The Glob puzzled over this for a long time. He was looking at the first toes. He wiggled them some more, and it felt good.

When the Glob tried to walk he found that his new toes helped him to keep his balance. He walked in a crooked line and he fell down several times, but each time he got up again and pushed on. But the bright sunshine and his first walk made him feel hot, and not far ahead he could see the shade under a tree. So he kept on toward his goal. It took him a long time, but finally he passed into the cool shade beneath the tree. But he was so tired from all the work of walking from sea to tree that he sat down in the grass and leaned back against the trunk.

As he sat there a deep feeling of having done something important came over him. It had taken him millions of years to reach the tree, but here he was at last. Leaning his head back against the bark of the tree, he did something very strange. The corners of his mouth spread out and some little wrinkles formed at each side. He didn't do it on

purpose. It was a good feeling that came from inside of him, and when it reached his face it made his mouth spread wide. It was the first smile.

After smiling his smile he gazed out at the landscape beyond his tree. There were other trees. In the distance he could see a swamp with all sorts of water plants growing in it. As he looked out over the scene he decided it was a strange world after all. That decision has been reached many times since, but the Glob decided it for the first time.

Suddenly he sat up straight. He had completely forgotten his romp. Here he had spent millions of years reaching the grass under the tree and the reason for the trip had slipped



his mind! He stood up, walked a couple of steps, and then leaped into the air. When he hit the ground he leaped again. Soon he was skipping and jumping around his tree. It was so much fun that he kept on and on. The world's first romp had been accomplished.

SECOND EON. The days that followed were happy ones for the Glob. He romped in the grass under his tree until he got tired; then he would rest a while and romp some more. He was romping through life, but there came a day when he discovered that it wasn't any fun to do nothing but romp all the time. One afternoon as he sat in the shade he glanced up into the tree. There were branches there. He thought if he could climb around on those branches it would be more fun than romping. But he had no arms. It is impossible to climb without arms. The Glob grew sad again. But, being a determined Glob, he tried to climb the tree anyway. He tried so many times to wrap himself around the lowest branch that



GLOB'S BEST FRIENDS, O'Reilly's twin daughters, Sheila and Nora, 12, and poodle U'Bill, listen

entranced as author reads book aloud. He invented Glob for them when they had chickenpox in Paris.

THE GLOB CONTINUED

he began to grow arms. And when he had tried for tens of thousands of years to wrap the ends of his arms around the branch he found he had developed fingers, just as he had grown toes back on the edge of the early sea.

With the aid of his new arms and fingers he hoisted himself up onto the lowest branch. After a lot of practice he was able to swing on the branches and leap about in his tree. This was better than just romping all the time. The Glob felt he was getting up in the world.

One day the Glob broke off some small branches and arranged them in the crotch of the tree. When he had made a sort of platform of them he pulled some of the big leaves and put them on top of the branches. Finally he had it just right. Then he climbed into it and stretched out in a comfortable position. The



Glob had never seen anything so wonderful. The big leaves of the tree formed a roof, and when he pulled some more leaves over him they made a blanket. The Glob stretched out in perfect luxury, letting one foot hang over the edge. He smiled one of his smiles. This time it was a satisfied smile.

He had no way of knowing it, but the Glob was at home. It was the first home.

Having made himself at home in the tree the Glob decided he would do some exploring. One morning, just as the sun was rising above the landscape, he climbed down the tree and set out. Up to this time the Glob had nibbled the leaves that grew on his home tree or had eaten some of the fruit that hung there in

clusters. Now he found that some of the other plants had better leaves for eating purposes, and some of the fruit on them was delicious. He ate some every time he stopped, until he was quite round in the middle.

"This is more like it," he thought. He didn't know what he meant by "it." It was just his way of thinking that it was mighty good.

Once he was picking some soft, round fruit from some bushes when from behind them came a terrific roar. It was the loudest sound the Glob had ever heard. He looked up and saw a huge dinosaur towering over him. The dinosaur had risen up on its hind legs. It had wicked claws on its front feet. Its eyes were cold and cruel. Its enormous mouth was full of long, pointed teeth.

The Glob was terrified. Dropping his fruit, he ran as fast as he could. He ran through some bushes and then sped for home. He climbed the tree in record time and sat on a limb beside his nest. As he sat there he trembled all over. There was a breeze blowing, and he noticed that the leaves near him were being shaken by the breeze.

"Why," he thought, "I'm shaking like a leaf."

He crawled into the nest and pulled some leaves over his head, but it was a long time before he stopped shaking.

The sun was halfway up the sky the next morning before the Glob awakened. He felt terrible. He had a giddy feeling in his head and he was perspiring. He also had a severe pain. Finally he located the pain. He found it was in his middle, where he had put all the different kinds of fruit and leaves. For a long time he sat there deep in thought. He studied his aching middle, and his brow wrinkled in concentration. At last his face lit up.

"It must have been something I ate," he thought. "I must be more careful next time."

The poor thing was suffering from the first stomach-ache.



THIRD EON. Though he had suffered an awful fright the Glob still yearned to find out more about the strange world. He made more and more trips away from his home tree but now he was careful. He learned that there were many kinds of dinosaurs. There were fierce ones with big teeth and claws which were dangerous. There were others which were tremendous, but they just wallowed in the swamps and ate water plants.

On the land he found there were many kinds of small animals. He thought it would be nice to play with some of them, but when he drew near them they ran away. Late one day he was on his way back to the home tree. By this time the Glob had realized that it was good to have a place to come home to, and he returned to his nest every night. This evening he was walking along a trail which the animals had made. It was easier walking, and it led in the general direction of his tree.

Glancing ahead he saw a medium-sized dinosaur cross the trail ahead of him. The Glob had had a good day and was feeling mellow. As he watched the creature ahead of him he thought, "Why does the dinosaur cross the trail?"

Then he thought, "To get on the other side." To the Glob there seemed to be something funny about these thoughts. So he tried it again.

"Why does the dinosaur cross the trail?" he thought.

"To get on the other side," he answered in his thoughts. It struck him so funny that he began to laugh. He laughed and laughed and laughed. Then he thought the whole business all over again and rolled on the ground as he laughed some more. On the way home he would stop now and then, think over the business about the dinosaur crossing the trail, and each time he would laugh some more.

The poor Glob had no way of knowing it but he had made the first joke. Also, the Glob had laughed the first laugh, because up to that time he had only smiled. This was very important, because before that day it had been a grim world with no laughter in it.

That night as the Glob curled up in his nest he thought over his joke once more. Then he laughed himself to sleep.

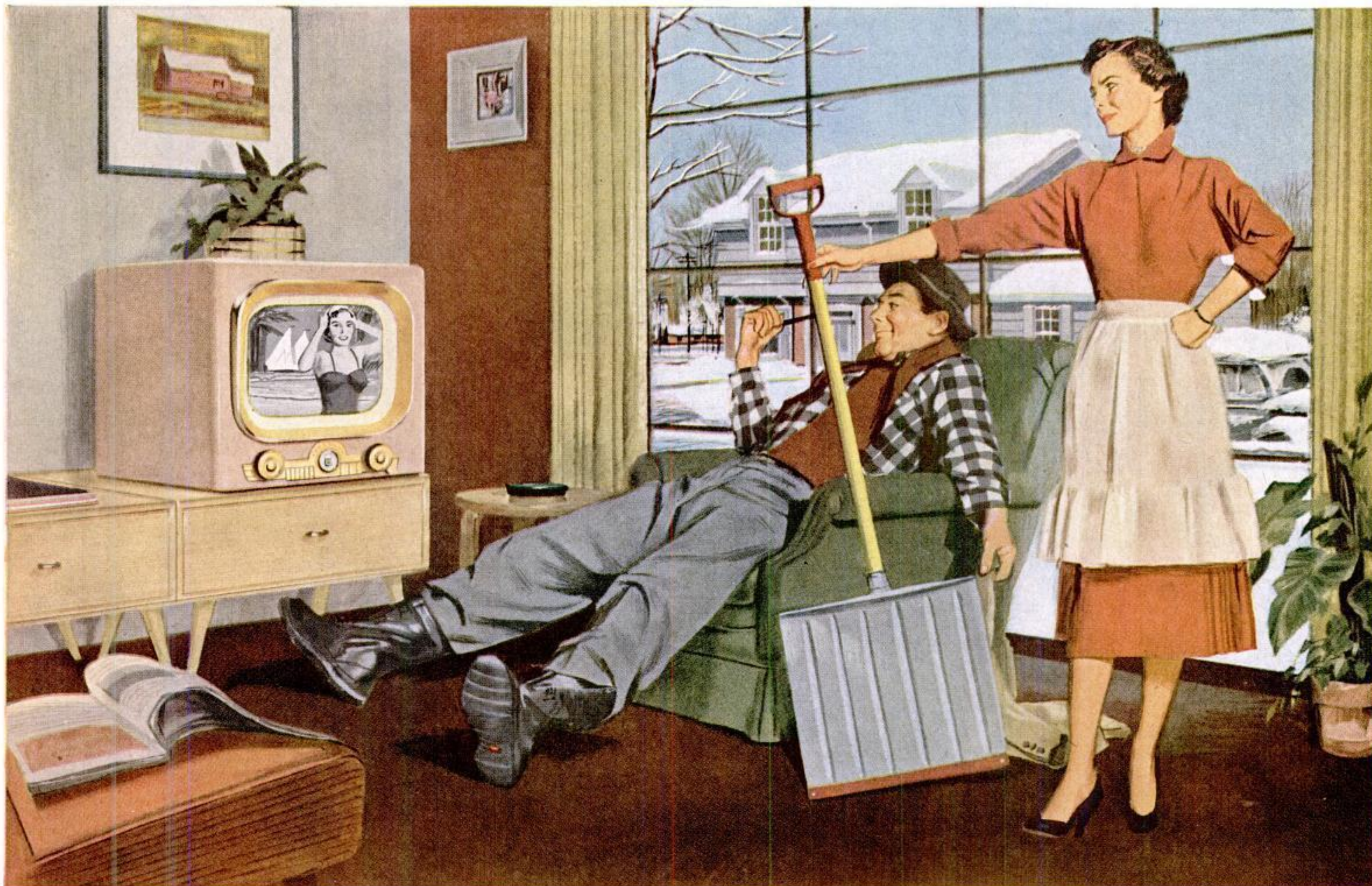
FOURTH EON. Up to this time the Glob had never uttered a word. He merely thought about the trees and animals he saw in his wanderings. Now he began to make sounds when he liked something he would say "Ug." If he liked it very much he would say "Glug." If he didn't like it he would say "Poo." If he disliked it very much he would say "Poo, poo."

Once he was walking toward the home tree after one of his really good days. He had found some sweet, juicy berries on a bush and he had almost caught a small furry animal. The weather was cool but sunny, and he felt just about as fine as a Glob could feel. As he walked he began talking. Instead of saying just one word he said several words in a row. To make them sound better he stretched them out in the Key of C. He didn't know it was the Key of C but that is what it was. It sounded like this:

Uggedy Gluggedy moon,
Uggedy Gluggedy joon

For some reason this sounded excellent to the Glob. He chanted it over and over again. As he walked he found it was possible to keep his steps in time to the chanting. This was even more fun. It wasn't very long until he

CONTINUED ON PAGE 127



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THE GLOB CONTINUED

was marching along the trail keeping perfect time as he chanted the words in a row; one, two; one, two:

Uggedy Gluggedy moon,
Uggedy Gluggedy joon.
Uggedy Gluggedy moon,
Uggedy Gluggedy joon.

He went "Uggedy Gluggedy moon" all the way to his tree. When he got there he didn't climb the tree as he usually did. Instead he marched around and around it. As he marched his feet kept time to his little verse. There was absolutely no way for him to know it,



but he was doing something *extremely* important. The Glob was singing the world's first song.

FIFTH EON. The Glob arose the next morning with a song on his lips. Of course it was the same little song. It had to be, because it was the only one he knew. He climbed down his tree and started hunting breakfast in a gay mood. In fact this was the beginning of a very pleasant time for him. For a million and a half years he was a happy Glob. All sorts of good experiences befell him. But the best of all was when he got the Pip.

One day the Glob was caught in the rain. When the skies cleared he started for his tree, shivering and feeling very uncomfortable. He was making his way along a stream which had overflowed its banks when he came upon some kind of a den that had been washed out by the flood waters. Near the den was a small animal. It had large ears and a tail with a tuft at the end. The animal was covered with brown hair. It didn't move but just lay still in the mud.



He examined it closely, studying its muddy paws and black nose. Then he reached out one hand and touched its soft hair. When he did the animal made a sound. It said, "Pip." The Glob touched it again, and again it said, "Pip." He rubbed its back and it said, "Pip, pip." The Glob smiled one of his smiles, bent over the little animal, and said, "Pip." Then he picked it up and held it in his arms. He noticed that it felt warm as he brushed the mud from its coat. He held it close to him, and finally it opened its eyes. When it did it said, "Pip."

The Glob carried the animal home, and when he reached the tree he went up to the nest, holding the animal in one arm and climbing with the other arm and his legs. That night the Glob and the little animal slept curled up together. From that time on the Glob and the little animal were always together. The animal would catch small creatures to eat. When they were not hunting for food, the two of them would romp. After millions of years the Glob discovered that it was better not to romp alone. For want of something better, he called his little animal Pip. When he called "Pip," it would come running to him.

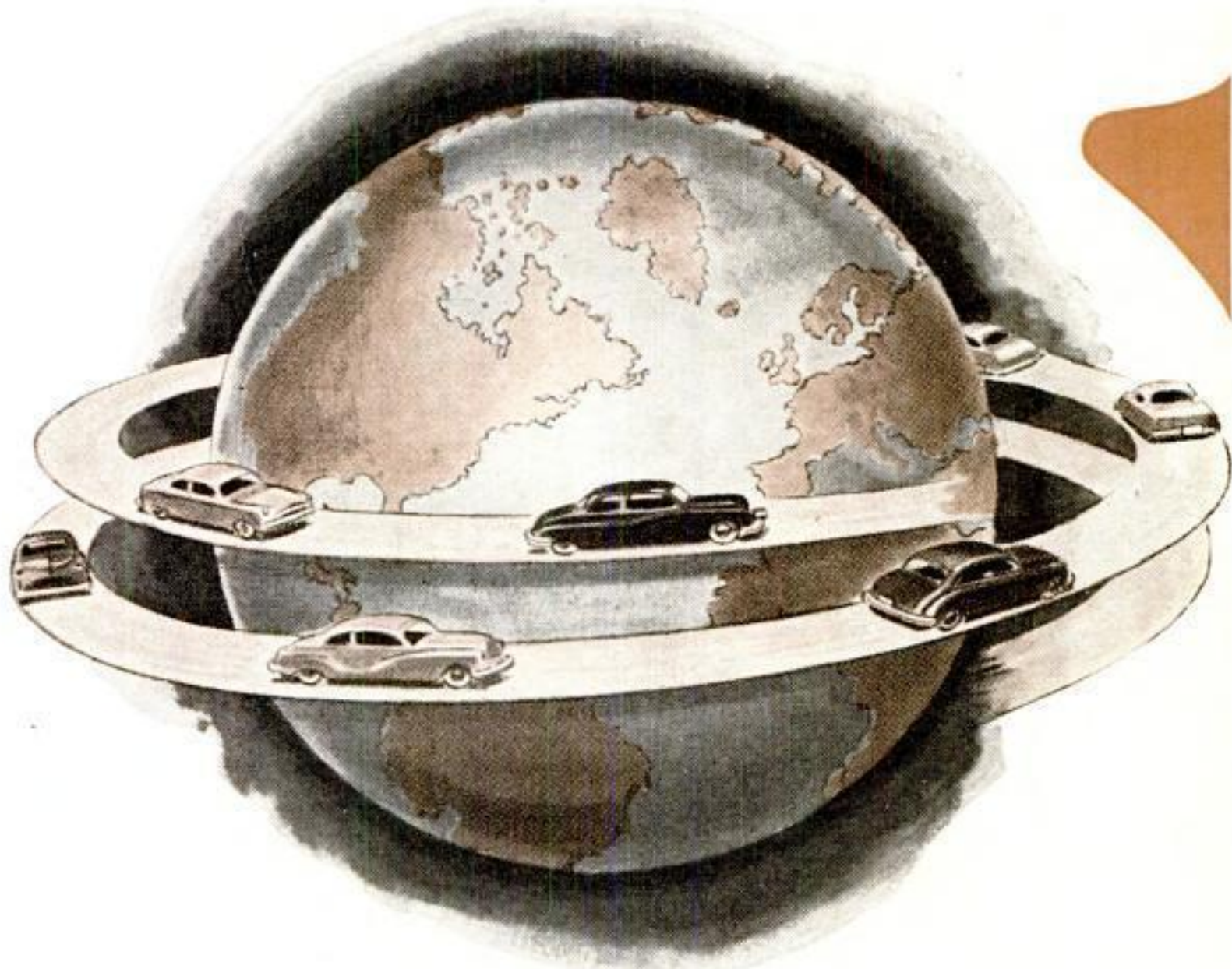
There have been many changes in the world since then, and today that Pip would be a pup. It was the world's first pup.

SIXTH EON. It was wonderful to have the Pip, but having him caused certain problems. In the first place the Pip began to grow. His voice changed and became a lusty bark. He put on so much weight that it was all the Glob could do to lug him up the tree. Often they would no sooner get settled in the nest than the Pip would start barking to go down again. Then the poor Glob would have to make another trip. It was exasperating, but the Glob put up with it because he had grown to love his Pip.

This was not the only trouble. The home tree had seen its best days. It was the last of the trees with big leaves anywhere around. Now it was beginning to go. The Glob was faced with a housing problem. With everything coming down that way, he decided it

CONTINUED ON NEXT PAGE

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THE GLOB CONTINUED



was time for him to get a new home. Hoisting the Pip on his shoulder, he climbed down and started house-hunting. With the Pip at his heels he hunted all day. Finally he found just what he was looking for, a very fine piece of early real estate.

It was a cave. It was in a cliff that rose at one side of a beautiful valley. It had a southern exposure and a splendid view. There was running water in a spring not far away. The entrance was somewhat wide, but the Glob decided he could pile up some stones and make it smaller. With all these features in mind the Glob decided to take it.

But there was lots to do in the new home. First the Glob cleaned it out, carrying away some old bones which were lying around on the floor. Next he went down into the valley and pulled a lot of fresh leaves. With these he made a bed for himself and the Pip. Finally he carried stones and piled them up to make the doorway smaller. He worked a long time, but at last the door was just big enough for him to squeeze through.

When he was finished he called the Pip and they went out and sat on a large stone. Sitting there, they looked over their new home.

"Glug, Pip," he said.

The words were no sooner out of his mouth than the Pip began to growl and the hair stood up on his back. The Glob thought this was a strange way to act about such a fine home, but he saw that the Pip's ears were sticking straight up and he was staring down the valley. The Glob was just turning to look when they heard a mighty roar.

Charging toward them was the most awesome animal the Glob had seen since he met the great dinosaur. It was like an enormous cat. It was striped and it had a long tail. It had big claws, but the most fearsome part of it was its mouth. This mouth was wide open and from it two enormous curved and pointed teeth stuck out. It was a saber-toothed tiger.

The Glob and the Pip lost no time dashing for home. They ran up the hillside like the wind and scurried into their cave. Right on



their heels was saber-tooth. He slid to a stop at the door and let out a roar that shook the walls of the cave. But he was too big to squeeze through the door. He reached in with one paw, and the Glob and the Pip shivered to see those claws so close. But they were safe. The tiger couldn't reach them.

SEVENTH EON. The comfort and safety of his new home gave the Glob more time for hunting. He and the Pip would wander far and wide because they knew that the comfortable cave would be waiting for them when they got back. When they were not roaming the valleys and forests, the Glob would sit around the cave, trying to invent useful articles. This was very difficult because nothing had ever been invented before. He had to start from scratch.

He collected sticks and stones and pieces of strong vine and took them to his cave. There he would sit all day, arranging them and tying them together. For a good many centuries they would just fall apart when he tried to tie them together. But gradually he became a better craftsman. At length he found a stone that was shaped just right. With a long piece of vine he tied it securely to the end of a stout stick. He waved it in the air, and the Pip shrank back in terror. There in the shadows of the cave the Glob had made the first club.

From that time on the Glob carried the club wherever he went. He found it was a useful invention. He learned that he could throw it into the air and knock fruit off branches without having to climb the tree. This saved time. As a matter of fact it was the first bit of time that ever had been saved.

One day the Glob was walking down the valley when he heard a growl. Coming toward him was a half-grown leopard. It bared its teeth as it snarled and showed every intention of eating the Glob. The Pip growled back and the hair stood up on his neck. The Glob was scared, but as the leopard charged at him he threw his club with all his might. He was turning to dash for the cave when he saw the club strike the leopard on the head. The beast fell to the ground and lay still.

The Glob waited a long time, and when the leopard didn't move any more he went up to inspect it. It was dead.

The Glob rubbed his hands over it and felt its soft fur. He sat looking at it a long time, his brow wrinkled in thought. Suddenly his face lit up. He hoisted the leopard onto his shoulder and carried it home to the cave. The climate had been changing gradually, and the Glob and the Pip had found that the nights were getting chilly, even in the cave. The leopard's warm fur had given the Glob an idea.

"If this leopard can wear this soft fur, then why can't I?" he thought.

Taking a sharp stone which he had used to scrape sticks, he



skinned the leopard. Then he hung the skin outside the cave to dry. When it was dry he tied the corners together with pieces of vine. Then he pulled it over his head and stood up straight.

The Pip growled and backed up against the wall. It took a while for the Glob to convince the Pip that he was not a leopard but just the same old Glob in leopard skin. When the Pip was convinced, the Glob picked up his club and went outside where he strutted up and down with his nose in the air. He was very proud and acted as if he were showing what the well-dressed Glob should wear. He had a right to be proud, for he was wearing the world's first clothes.

The leopard skin was stiff and stuck out at curious angles, but it was warm. The Glob adjusted it and strutted some more.

It was only a few hundred years after designing his leopard suit that the Glob found a better way of keeping warm. He was sleeping soundly in the cave one night when he was awakened by a terrific thunderstorm. He arose from his bed and stood in the doorway. The Glob had never seen such a storm. Bolt after bolt of lightning crashed over the hills and lit up the valley as bright as day. He was watching the storm when there was a great flash. He could see a streak of lightning come down out of the sky and crash into the forest that covered the hillside directly across the valley from the cave. It was the biggest flash of lightning the Glob had seen.

The next day dawned bright and clear. The Glob decided on another hunting trip. But just as he stepped out of the door of the cave he noticed clouds of smoke rising from the forest across the valley.

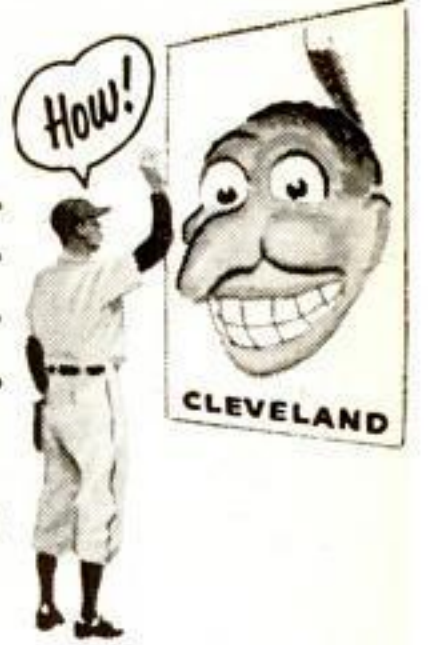
Suddenly he saw bright yellow flames dancing among the trees. Dark smoke billowed up and floated away in the sky. As he drew

CAVALCADE OF SPORTS

...Allie Reynolds



ALLIE WAS RIGHT AT HOME WITH HIS FIRST MAJOR LEAGUE CLUB—THE CLEVELAND INDIANS. WITH ANCESTORS IN THE FAMOUS CREEK NATION, HE'S PART INDIAN HIMSELF



ALLIE ("THE CHIEF") REYNOLDS IS A MAINSTAY OF THE CHAMPION NEW YORK YANKEES' PITCHING STAFF. THE BIG RIGHT-HANDER HURLED TWO NO-HIT VICTORIES IN 1951 TO SET AN ALL-TIME AMERICAN LEAGUE RECORD!

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Gillette SUPER-SPEED RAZOR

AND IMPROVED 10-BLADE DISPENSER* **\$7.00** *\$1.75 Value*

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IN BRAND-NEW, STYRENE CASE THAT SPRINGS OPEN AT A TOUCH

PROFIT BY THE EXPERIENCE OF MILLIONS OF MEN AND ENJOY THE EXTRA SHAVING CONVENIENCE AND SATISFACTION GIVEN BY THE ULTRAMODERN GILLETTE SUPER-SPEED RAZOR. IT CHANGES BLADES INSTANTLY, SHAVES LIKE A CHARM AND GIVES YOU DOUBLE-EDGE ECONOMY. GET A GILLETTE SUPER-SPEED RAZOR SET!

FOR QUICK, EASY SHAVES, GIVE ME A **GILLETTE SUPER-SPEED RAZOR** EVERY TIME! IT'S FAR AND AWAY **THE HANDIEST RAZOR I'VE EVER USED!**



ZIP! Blade hooks on... drops in place PRESTO!



For Utmost Shaving Comfort And Economy, Always Use Gillette Blue Blades

● You get better-looking, more refreshing shaves with long-lasting Gillette Blue Blades.

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BORAXO GETS OUT DIRT PLAIN SOAP CAN'T REACH!



"No matter how dirty my hands get working with machinery, Boraxo gets them clean quick—gets even my nails clean!"



"No long harsh scrubbing with Boraxo...it cleans hands clean in seconds...and Boraxo's easy on the hands!"



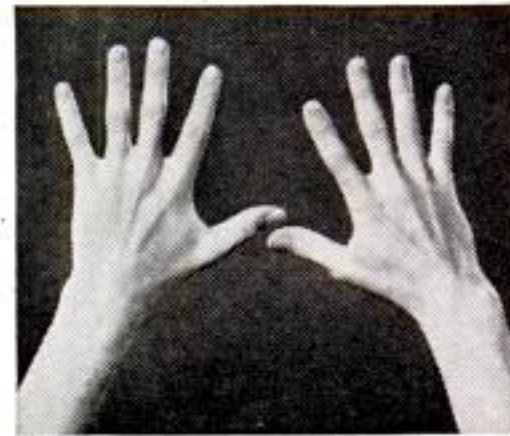
"Boraxo certainly does a really good job of getting ground-in dirt off my hands...plain soap isn't enough!"



Mother and the youngsters use Boraxo...it leaves skin soft and smooth. No smeared soap dish—and it saves on towels!



So quick and easy to use... just wet your hands...pour on fast-working Boraxo powder...no hard rubbing necessary.



In seconds, creamy Boraxo gets hands—knuckles—even nails—really clean! Start your family using Boraxo right away!

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT

THE GLOB CONTINUED

near he began to feel warmer, and when he got quite near the fire it was so hot he could hardly stand it. It was late afternoon when he had the greatest idea he had had up to that time. It was so exciting that he trembled at the thought.

"Why can't I keep some of that fire in my cave?" he thought.

He gathered a bundle of sticks and twigs and held them in one arm. Next he approached the fire and picked up a limb that was burning on one end. Carrying the sticks and holding the burning limb aloft, he ran down the hillside, splashed through the shallow stream, and ran up to his cave.

Once inside, he put down the burning limb and piled his armful of sticks on top of it. To his delight they burned brightly. That night the Glob and the Pip stayed up very late. They sat staring into the fire. As he stared, the Glob imagined he could see leopards and caves and trees in the dancing flames.

EIGHTH EON. One day the Glob and the Pip were strolling down the valley, thinking of nothing in particular. They were going around a huge boulder that stood near the stream when the Glob got a terrible shock.

Standing only 15 feet away from him was another Glob. It resembled him a great deal and was just about the same size, but it didn't have on a leopard-skin suit. It was wearing just what the Glob used to wear before his discovery, which was nothing at all. The two stood looking at each other in amazement. The Glob thought it would be nice to exchange a few words so he said, "Glug."

Just as he said it, the Pip ran toward the stranger. The strange Glob, apparently thinking the Pip was going to bite him, hauled off and kicked the Pip in the ribs. The Pip howled. The Glob walked



up to the stranger and said some words which meant, "Quit kicking my dog around." Before you could say "dinosaur" they were having a big fight. The Glob was trying to hit the stranger with his club, and the stranger was flailing away with his fists.

They were hard at it when right near them sounded a terrible roar. It was a saber-tooth. He had been attracted by the noise of the fighting and decided it was a good chance to get some Globs for supper. But he had roared too soon. When the Glob and the stranger heard that awful sound they stopped fighting and each ran off in the opposite direction. Saber-tooth hesitated a moment,



trying to decide which Glob to chase. His pause gave them time to speed away to safety.

As usual in times of danger, the Glob ran for his cave with the Pip close at his heels. Once inside, he stirred up the fire and sat down beside it to think about what had happened. He wondered what the strange Glob was really like. He thought it would be nice if they could talk and play instead of fighting. He grew very sad as he thought about it.

CONTINUED ON PAGE 132



For a lady-like sniff or a "bugle blow"...

Sniff, if you must, but do it with Scotties. Or blow, blow, blow! Use a little . . . or use a lot—there's never an "afterglow." Scotties are so soft, so very gentle, they're safe for baby's nose



. . . of such stout stuff they don't go to pieces under pressure.

But the men of the family really put Scotties to the test. Men who've tried



Scotties prove they're *ideal* for family use . . . *prefer* Scotties for their practical 2-way strength which withstands hearty man-sized sneezes. And Scotties don't crumble in a boy's pocket.



For outstanding value, for nothing-whiter whiteness, compare Scotties with all others. You'll see for yourself why Scotties are becoming the family favorite!

"SCOTTIES," REG. U. S. PAT. OFF.

Scotties
are softies
- thriftier, too !



James Aloysius Hansom knew a good thing

In 1834 His Design for a "Patent Safety Cab" Sold for a Fortune!

James Hansom, of London, was a prominent Victorian architect — but his most distinctive contribution to the London scene was not a building but the familiar two-wheeled "hansom cab." This unique conveyance replaced almost all other pub-

lic vehicles, and remained a common sight for nearly three-quarters of a century. Mr. Hansom's original design was briefly sketched out in 1834—and was promptly purchased by a coach maker for 10,000 pounds sterling!



If you know a good thing in whiskey...

you'll instantly recognize the superiority of **HUNTER**, long famous as America's luxury blend. Its flavor is so distinctive that no one has been able to copy it in over 91 years.



Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% grain neutral spirits.

BITE'S OUT PLEASURES IN

For real pipe-smoking comfort—try crimp cut Prince Albert! It's specially treated by a patented "No-Bite" process to insure against tongue bite. Makes a tasty "makin's" cigarette, too!

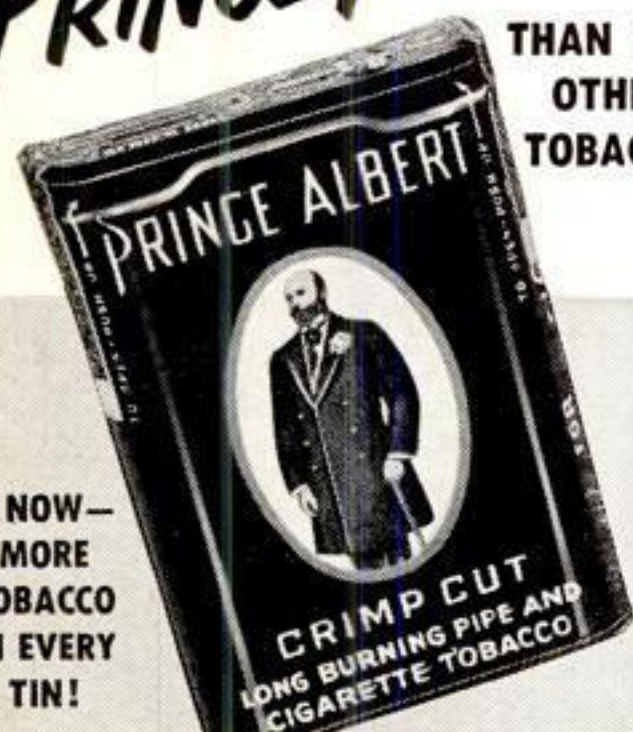
*Process Patented July 30, 1907



MORE MEN SMOKE

PRINCE ALBERT

THAN ANY
OTHER
TOBACCO



NOW—
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TOBACCO
IN EVERY
TIN!

Save 15¢

ON ANY BRAND OF CANNED
APPLE SLICES

with coupon in special twin packages

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The Betty Crocker Pie Crust Mix
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Offer not good in Washington and Wisconsin.

Vernell's fresh BUTTERMINTS

THE MINT THAT MELTS!
America's Leading Candy Confection



Vernell's fresh BUTTERMINTS

Vernell's Fine Candies, Inc. Seattle, Washington

THE GLOB CONTINUED

Tears dropped from his eyes as he shook his head and said, "Why can't we be friends?"

That has been said a great many times since, but the Glob, of course, said it for the very first time.

NINTH EON. Deciding that he would make friends with the stranger if he possibly could, the Glob set out the next day to hunt for him. He went to the big boulder where they had had the fight but he was not there. All day long he wandered along the stream and through the forest, but there was no sign of the stranger.

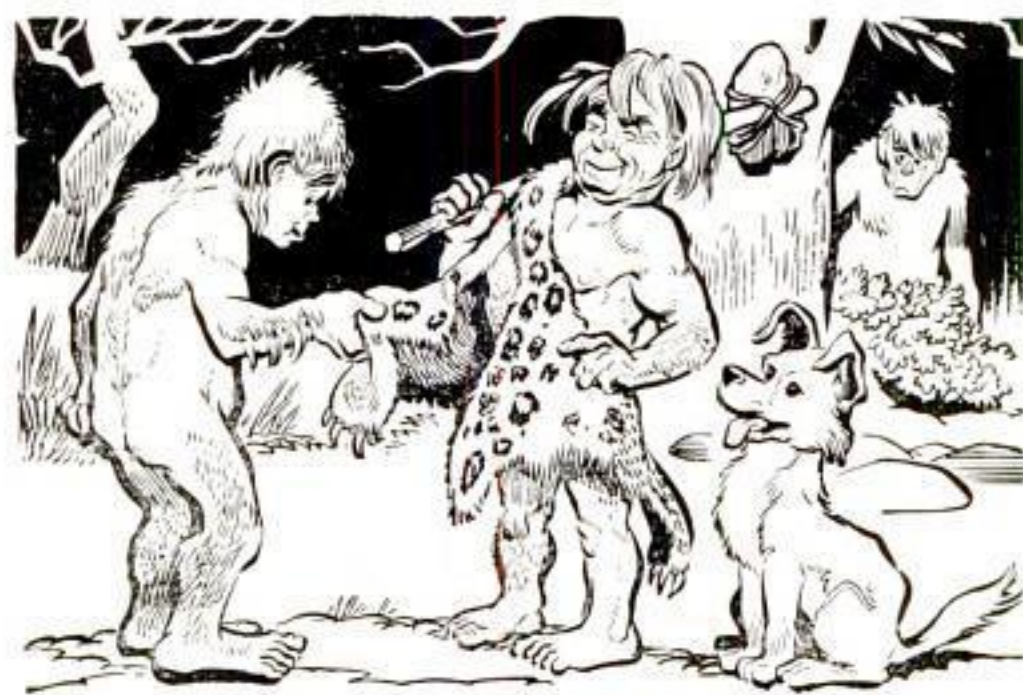
Finally the Glob was walking through a grove of trees when in the distance he thought he caught a glimpse of him. He walked through the trees slowly, but when he drew near he found to his astonishment that it was not the stranger he had seen the day before but another one.

"Oh," he thought. "If it's not one Glob it's another."

Not wanting to start another fight, he picked up the Pip and held him under his arm. Then he walked forward, his other arm raised in a friendly salute.

"Glug," said the Glob.

The stranger smiled a smile, and the Glob smiled one back at him. The stranger approached, reached out his hand, and felt the Glob's leopard-skin suit. He examined the club and then looked



at the Pip. The Glob petted the Pip and then held him out for the stranger to pet. The stranger was patting the Pip's head when they heard a cough. Turning, they saw the other stranger, the one the Glob had had the fight with. He had been watching them while they were busy making friends. When he saw that the Pip and his master were friendly, he, too, came forward and smiled.

The Glob put the Pip on the ground, and the two strangers played with him a long time. To the Glob, who watched them closely, it was plain that they had never had a Pip to play with before. He threw a stick to show them how the Pip would chase it, and all three of them laughed together.

This was the beginning of a wonderful friendship between the Glob and the strangers. He named them Gogg and Mogg. Motioning them to follow him, he led them up the valley and showed them his cave. He stirred up his fire, and he was pleased at their astonishment as they stood in its warm glow.

After they had marveled at the cave for a long time they walked to the door and motioned for the Glob to follow them. They crossed the stream and led the way deep into the forest. They had traveled for several hours when they came to a grove of big trees with gnarled branches. Under the trees were a lot of Globs. All of them resembled his two new friends, but they were not all the same size. Some were larger than others and some were very small.

Gogg and Mogg showed the Glob around the grove. They lived in nests made of twigs and leaves up in the gnarled trees, just as the Glob had done so long before. In fact it had been so long since he had lived in the tree that he had forgotten it. He watched these Globs as they ate leaves and berries. "These poor things don't know how to live," he thought. "I must take them all up to my cave and show them the advantages of modern inventions."

That is just what he did. He got the whole group, there were 20 or more of them, to follow him, and he showed them his home and his inventions. When they saw how much better it was to live in a cave, they all left their nests in the forest and found caves for themselves in the rocky walls along the valley.

Gogg and Mogg found themselves caves right near where the Glob lived. The others found caves not far away. The lonely valley became a thriving community. It was a busy place with big Globs and little Globs coming and going all the time. In fact, it was the world's first town.

CONTINUED ON NEXT PAGE

Your holiday in Mexico will equal your dream ... and more!



So near, this different but friendly country extends its welcome

In fascinating Mexico days are sunny... Night life is gay... sports are thrilling... You'll find seashores, tropical resorts, spas, ancient cities and modern metropolises, each boasting special attractions...

And, the rate of exchange favorable to you..

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RISLONE for all engines — automobile, truck, bus, tractor, diesel, stationary, electrical — all power plants

RISLONE absorbs gum and sludge,
restores lost compression and power.



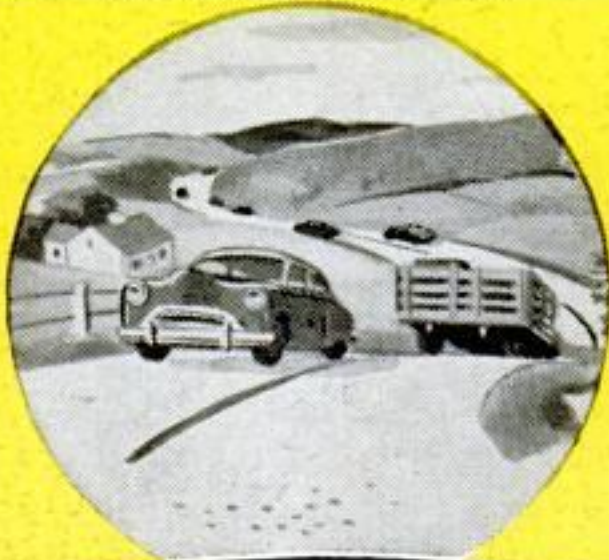
RISLONE keeps oil free-flowing for
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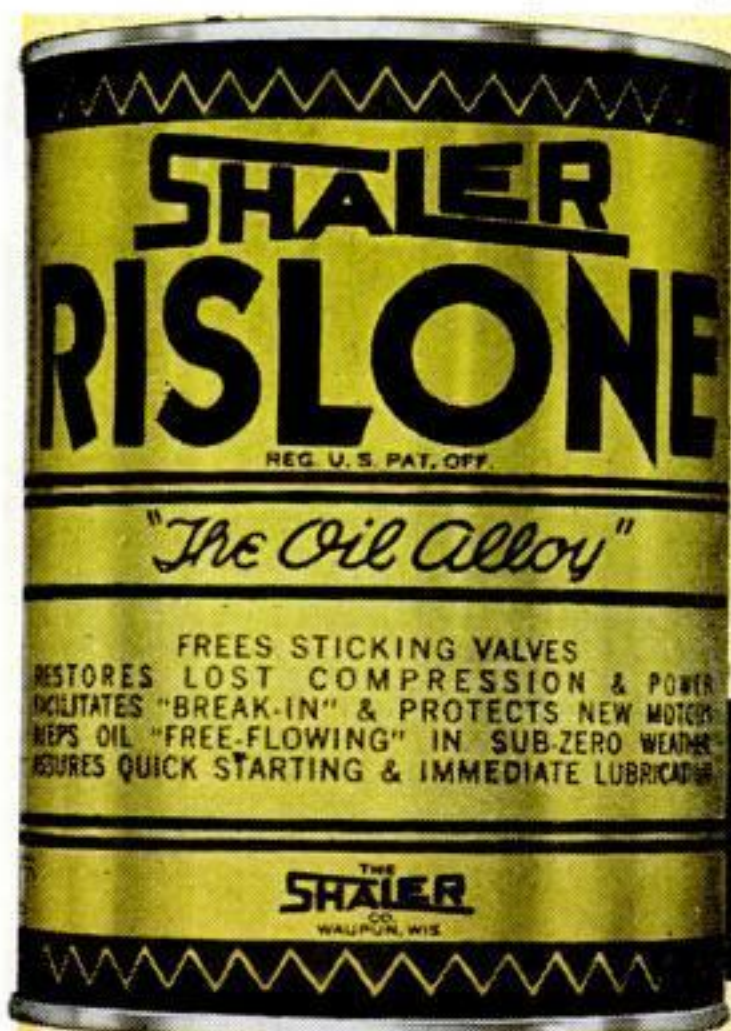
Faster acceleration, smooth
new power at all speeds.

And the quick, easy starting
you want, in all weather.



Put RISLONE in your car for MORE POWER in 10 miles or YOUR MONEY BACK

● Rislone is a full-time super-lubricant that works motor magic in cars of any age. A quart in your oil absorbs gum and sludge, frees sticking valves, restores lost compression. Prove it to yourself. See how Rislone keeps your car at peak performance as you drive . . . for quick, easy starting in all weather, and smooth, surging power at all speeds.



MAKE THIS MONEY-BACK TEST TODAY

Put a quart of Rislone in your oil (2 quarts for larger cars). If you can't actually feel quieter, new power, new "get-up-and-go" in 10 miles—drive back to your dealer for full refund. Nearly a million drivers a month made this test last year — to their complete satisfaction!

THE SHALER COMPANY

Waupun, Wisconsin, and Toronto, Canada

When in need of tube repairs, look for this sign and "let a man who knows how" repair them with genuine Shaler Hot Patches — the safest tube repair known.



TENTH EON. For a long time the Glob was perfectly happy. Other families came out of the forest and moved into caves along the stream. The Glob was always glad to show them his inventions and help teach them the language. Young Globs played along the stream, and on warm evenings the grownup Globs would sit out in the moonlight and sing the song that the Glob had taught them.

But gradually there came a change. They found that they had to go farther and farther to get wood for their fires. It became so bad that some of them had to spend most of their time searching for wood. Hunting also got worse. They had hunted in the region so long that animals were getting scarce. There were very few left to kill for food or to make new suits.

The Glob knew he had to think of something, because all the other Globs loved him and trusted him. Finally, he called all the Globs to a special meeting. It was, in fact, the first meeting ever held.

They met under a great tree that had become a sort of gathering place. The Glob climbed up on a boulder. The rest of them formed a semicircle in front of him, some sitting on the ground, others standing and leaning on their clubs.

The Glob looked at their upturned faces, cleared his throat and started to speak. Translated into present-day language, it would be like this:

"Fellow Globs, neighbors and friends: We are met here this afternoon for a most important purpose. Our happiness, our very livelihood, are at stake. As you all know, we have lived here so long that we have gathered all the firewood for a long distance around our valley. Now we have to go so far that we can keep only the smallest of fires. Soon we will have no fires at all. And, furthermore, the hunting has become so bad that in time we will have neither meat to eat nor clothes to wear. When that happens we will be right back where we started so many eons ago. Therefore, my friends, I propose that instead of going backward we go forward. I make the motion that we pack up our belongings and follow the trail that leads away from this valley until we find a place where we can have a better way of life. What is the sentiment of this meeting?"

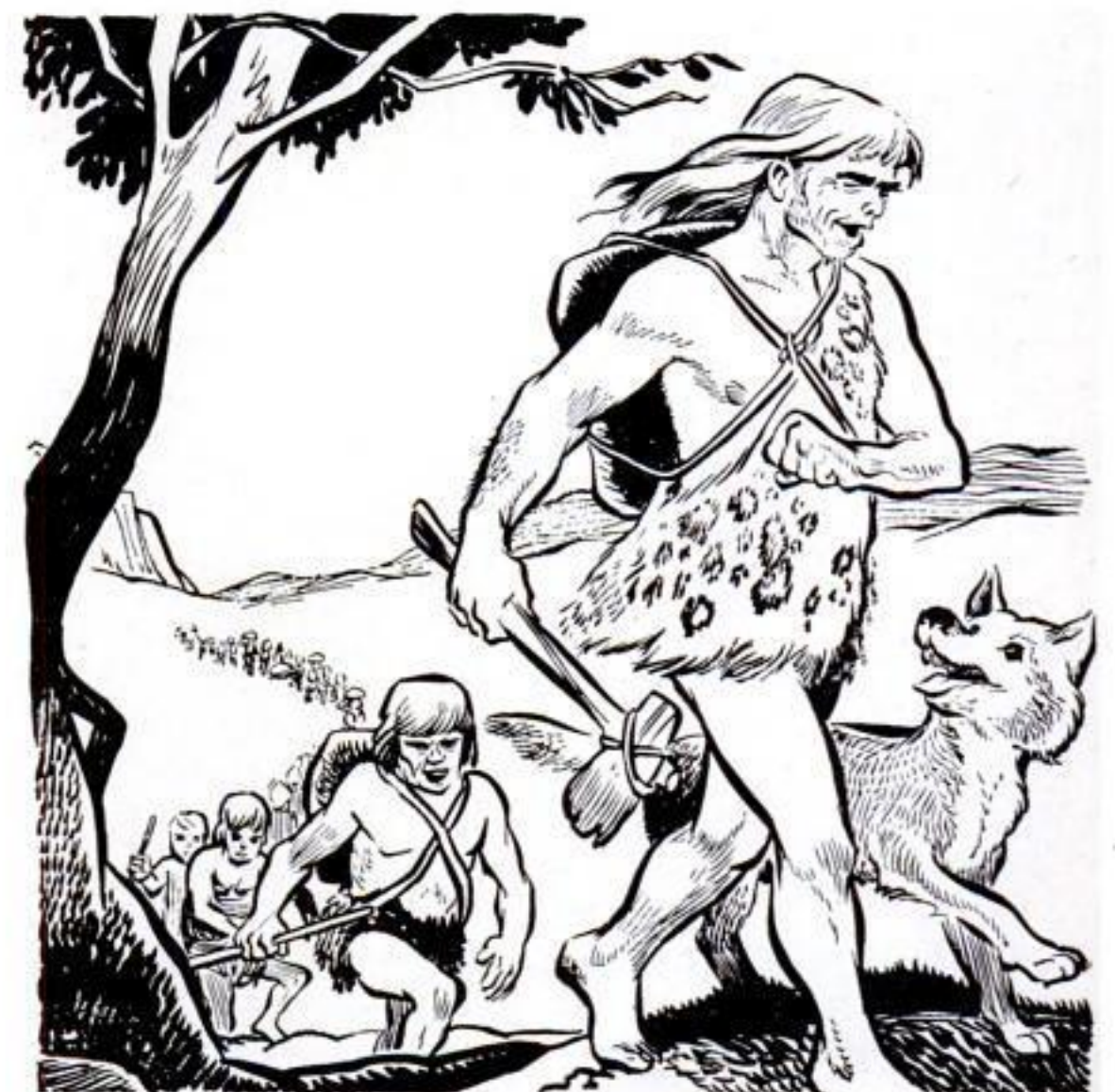
As the Glob ended the world's first speech the crowd broke into loud cheers. Some threw their clubs in the air and others pushed forward to congratulate the Glob on his great plan. They told him that they knew all the time that he would find some way out of the fix they were in.

The day of the start dawned bright and clear. As the sun was rising they all came out of their caves, carrying their bundles and their clubs. The Glob took the lead with the Pip at his heels. Then came Gogg and Mogg. Then came the rest of the Globs, each one carrying everything he owned. The column climbed slowly to the top of the hill and started down the trail on the other side.

As they walked they had absolutely no way of knowing that they were the first men and that they were starting down the long road through the ages that led to civilization.

They had a long way to go, and there were lots of troubles ahead, but as they looked down the trail they didn't seem to be afraid. As a matter of fact, as they trudged along, the Glob raised his voice and they all joined in singing their little song:

Uggedy Gluggedy moon,
Uggedy Gluggedy joon.



Party for Bill

"You should have seen the size of that cake! It was *that* big and it was decorated to look like a kitchen range and it had thirty-two candles put in circles where the burners would be!

"Why thirty-two candles? Because Saturday was the thirty-second anniversary of the opening of my appliance store down on Broad Street. And what a party it turned out to be!

"Milly—that's my wife—arranged the whole thing, and was I ever surprised! Honest, I never knew I had so many good friends. Both my sons were there with their families, and my brother came all the way from Cleveland with his. A fellow never realizes how many nieces and nephews and grandchildren he has until he sees them all in one place at one time.

"What's that? Oh, no—it wasn't a family party one hundred per cent. A good many of the merchants down my way dropped into the store to shake hands. You know, people like Tom Everett, Ben Abrams and the others. And Milly saw to it especially that Joe Wilson would be there.

"Why Joe especially? Well, you see, this party was really a little more than just an anniversary celebration. Because as of this week, I'm turning the whole business over to my two boys—lock, stock and barrel—and Milly and I are heading up to the lake cottage to take life easy.

"And what does that have to do with Joe? I'll tell you. Back in the days when I first started in business, Joe Wilson was just starting in *his* business—as agent for the New York Life. Well, Joe used to stop at the store every once in a while just



It was something more than just an anniversary celebration . . .

to talk about things in general, and I'll be dog-goned if he didn't convince me before long that I ought to do some serious thinking about the future. There was Milly to be considered, the two kids who were just hardly out of their cribs, and the business which wasn't on too firm a footing.

"To make a long story short, it was the life insurance Joe got me to start with then—and add to later—that helped more than anything else to make the party as happy for everyone as it turned out to be.

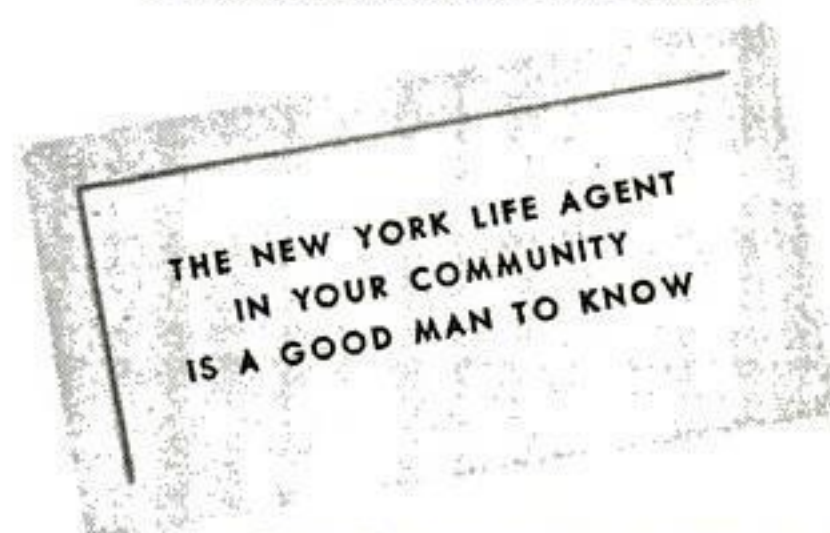
"Wouldn't have been complete without Joe, though. You ought to go over to his office and talk with him one of these days.

"No, come to think of it, you'd better ask for Joe Wilson, *Junior*. The one I'm talking about is

getting all set to retire himself in a couple of months.

"Must believe in his own medicine!"

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.



Naturally, names used in this story are fictitious.



BARBARA STERN, A PEASANT, AND DAVE CONSTINE, A JESTER, DITCH TRADITION FOR THE CHARLESTON



ANNE HATHAWAY, SHAKESPEARE, CELIA, OLIVER



STAR-CROSSED ROMEO, John Phillips, jilted by his Juliet just before ball, gets made up (*left*), shows off satin underbreeches (*center*) and chats with blind



date, Patricia Mateer from Southern Seminary. "Boy, was I lucky," said Romeo of date. Students rented costumes for themselves and girls from Philadelphia firm.



WAIT IN ANTEROOM FOR GRAND MARCH TO BEGIN



SUE LEONARD OF BRYN MAWR, AND STEW INGERSOLL OF YALE, GO INTO NON-ELIZABETHIAN GYRATION

Life Goes to a Shakespearean Party

W. & L. ENDS EXAMS WITH LITERARY REVELRY

When midyear exams are over at Washington and Lee University in Virginia, students invite their friends, male and female, to celebrate the annual Fancy Dress Ball, which means a whole weekend of parties. Despite W. & L.'s Deep South tradition, 44% of the students are Yankees, and friends come from all over the U.S. and Canada. This year the plan was to get the festivities off to a start on Friday night with a Shakespearean ball. But right off there were difficulties. Romeo's girl, who was to have played Juliet, stood him up. Shakespeare, who had given his height as 6 feet $\frac{1}{2}$ inch when ordering

his costume, had been sent a costume for a 6 $\frac{1}{2}$ -footer. Professor Fitzgerald Flournoy, who was to be narrator for tableaux, dislocated a vertebral disc. But when it came time for the grand march, Shakespeare had got suitably pinned together, Romeo had got a date from a nearby seminary and Dr. Flournoy had got a ruff to cover up his neck brace. To round out the weekend there were milk-punch parties, a picnic Saturday afternoon, another formal dance on Saturday night and the traditional visit to the school museum to see its cherished relic, the skeleton of Robert E. Lee's horse Traveller.



INJURED PROFESSOR studies lines in front of mural put up for series of Shakespearean tableaux.



LOCKED-OUT LASS, Carol Causey, asks two friends to call for house key. Whole floor of hotel was reserved for girls, who darted in and out of rooms while dressing for the ball.



Good things come easy the *California* Way



Serve **California's** fine
Burgundy wine with
spaghetti and meat balls

You can do it wherever you live — give a lift to spaghetti, baked beans and red meats like hamburger and roasts . . . with a hearty red Burgundy wine. It's so easy — just cool and pour. And wine costs only a few cents a glass to serve.

When you are dining out, get acquainted with the world-famous wines of California. They are featured by leading restaurants and hotels everywhere. Among those to try are Sherry with your appetizers... California Burgundies, Clarets, Sauternes and Chablis with your dinner... or Port with dessert. Wine Advisory Board, San Francisco, California.

WINE ADDS TO GRACIOUS HOSPITALITY IN MILLIONS OF AMERICAN HOMES

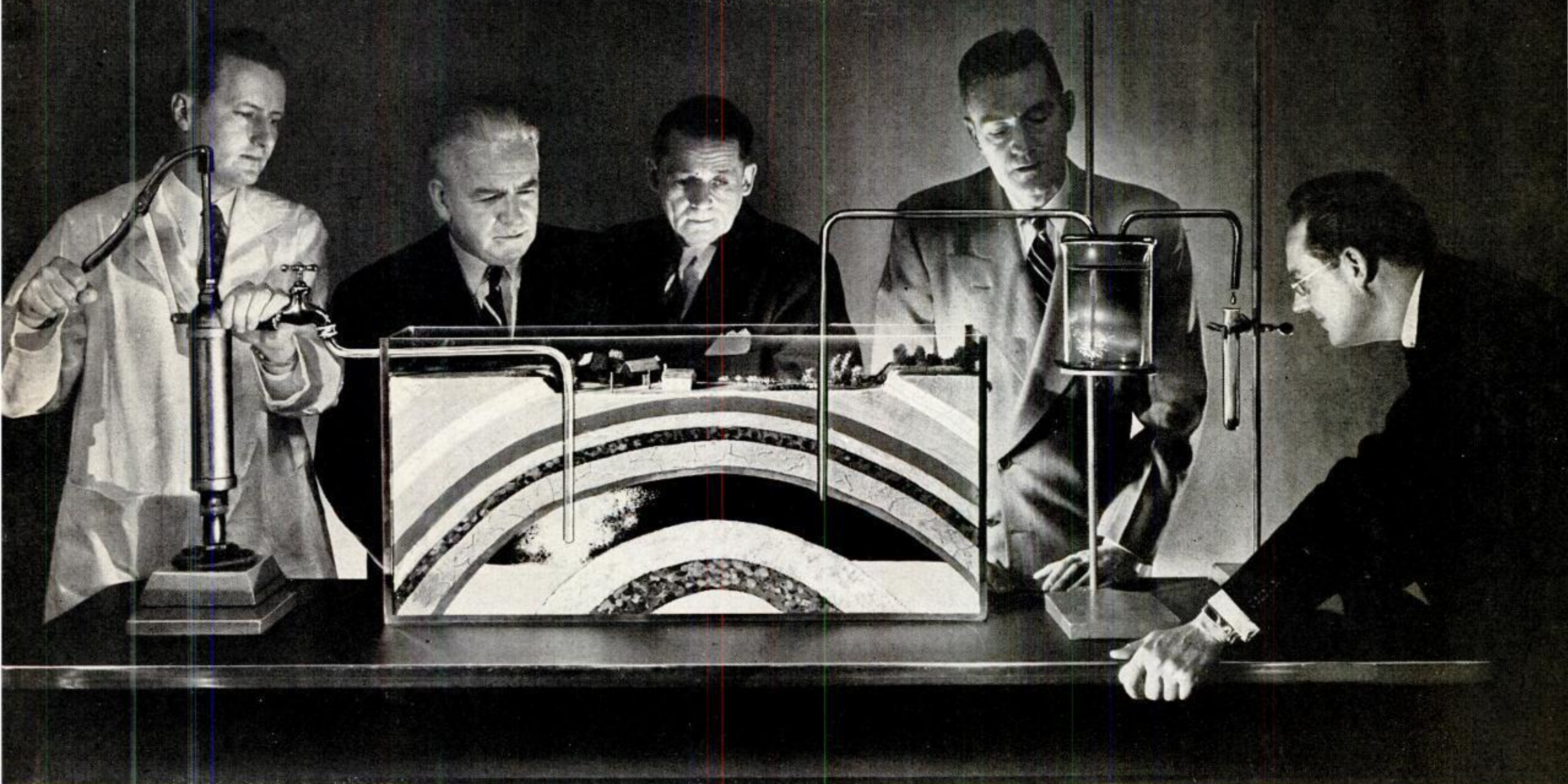


HICCUPER, Skip Dankel, of the University of Virginia, is turned upside down and shaken by Pete Chace. This was in Phi Delta Theta fraternity house following the dance.



BANISTER in Phi Delta Theta house is examined the morning after by Neal Isett, the house manager. The fraternity brothers used some of the spokes to wage a dueling contest.

CONTINUED ON PAGE 140



OIL SCIENTIST, using laboratory model, shows how water flooding revives oil fields which have lost their natural "push." By pumping water into oil-bearing sands, trapped oil is forced toward outlet wells which bring it to the surface, where it is

separated from the water. This technique, today used in 800 water flooding projects in the U. S., is now bringing to you and your neighbors millions of barrels of oil which once seemed beyond reach.

Water Flooding Puts New Life in Old Oil Wells

Remarkable Recovery Method Helps Boost U. S. Oil Supplies To Record High

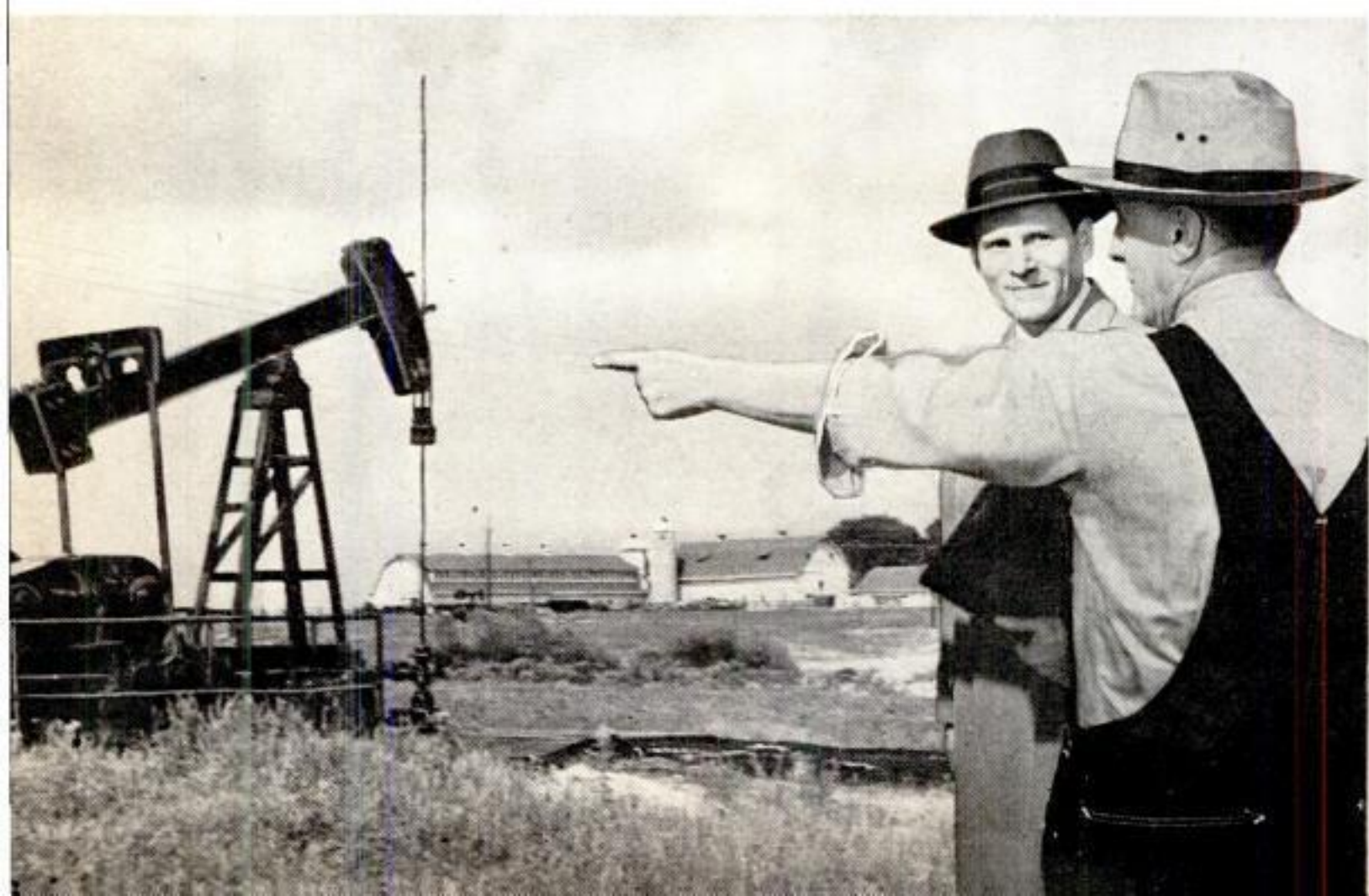
An ingenious method of oil recovery, in which actual water transfusions are used to put new life into worn-out wells, will add extra millions of barrels to the nation's record oil supplies this year.

By pumping water deep underground into oil-bearing formations which have lost their natural pressure, oilmen now coax more oil out of the ground than nature alone would yield. This "water flooding" method is typical of the many special conservation devices developed by oil scientists of scores of companies in their efforts to squeeze every last barrel of oil from existing fields.

In their struggle to outproduce their rivals U. S. oilmen use the latest scientific developments to set new production records year after year. Equally important, they have constantly improved the oil products America uses. For instance, 2 gallons of today's gasoline do the work 3 did in 1925. Yet today's gasoline is priced about the same as 25 years ago—only taxes are higher.

In peace or war, you benefit from the competition among America's privately-managed oil companies with the finest oil products at the world's lowest prices.

Oil Industry Information Committee, **AMERICAN PETROLEUM INSTITUTE**, 50 West 50th Street, New York 20, N. Y.



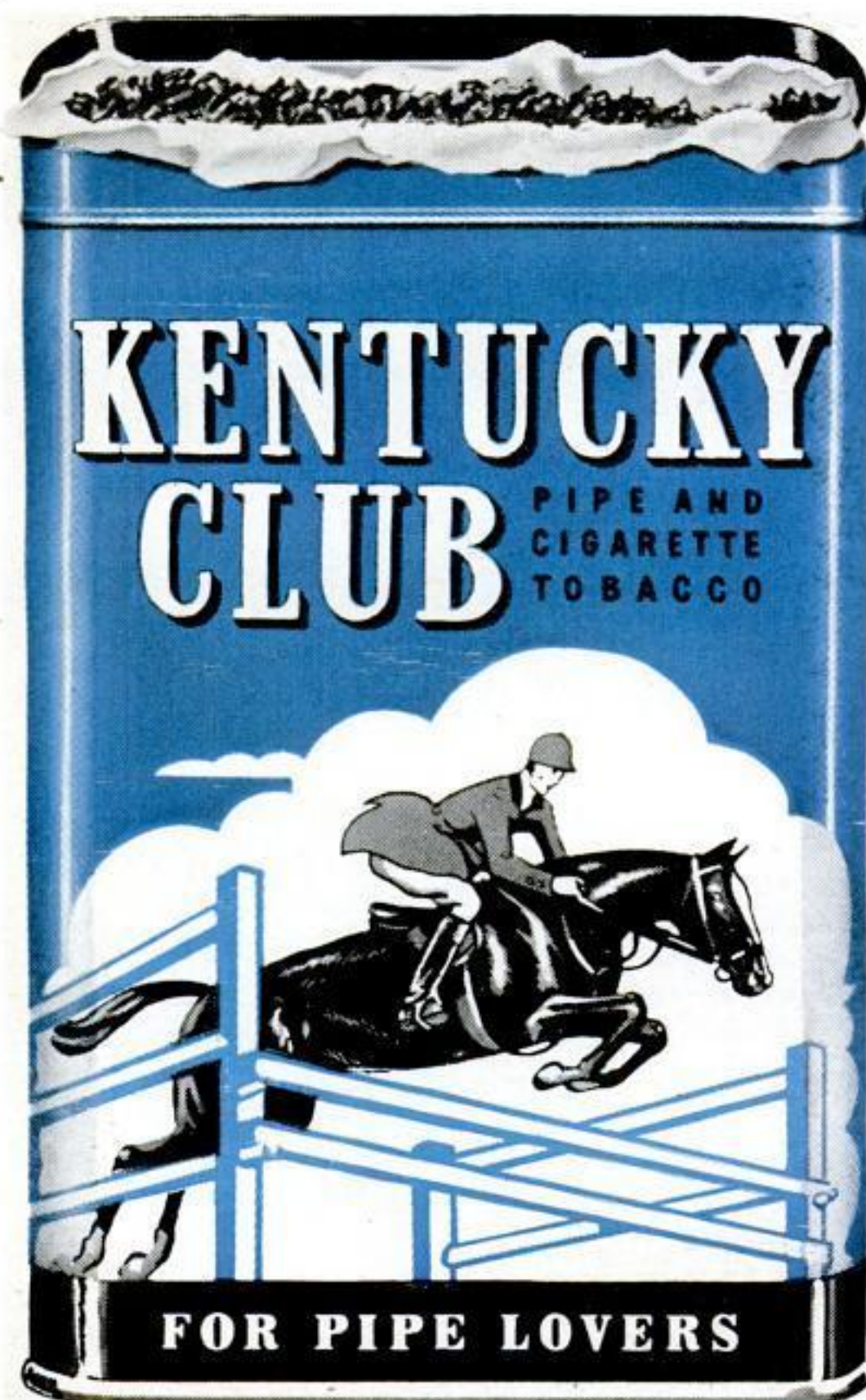
(Left) **BENTON, ILL.** is scene of typical water flooding success story. Only two years ago oil production in this Illinois countryside had slowed to a trickle. Today, thanks to water flooding, "grasshopper" pumps like this are approaching an 8,000 barrel-a-day production rate—over 10 times the rate before water flooding was started.

(Right) **MILLIONTH BARREL** of oil recovered by water flooding at Benton is celebrated by field crew. In projects like this, U. S. oil companies are constantly finding new and better ways to bring you high quality oil products at the world's lowest prices.





DO IT NOW! SWITCH TO **MILD** KENTUCKY CLUB



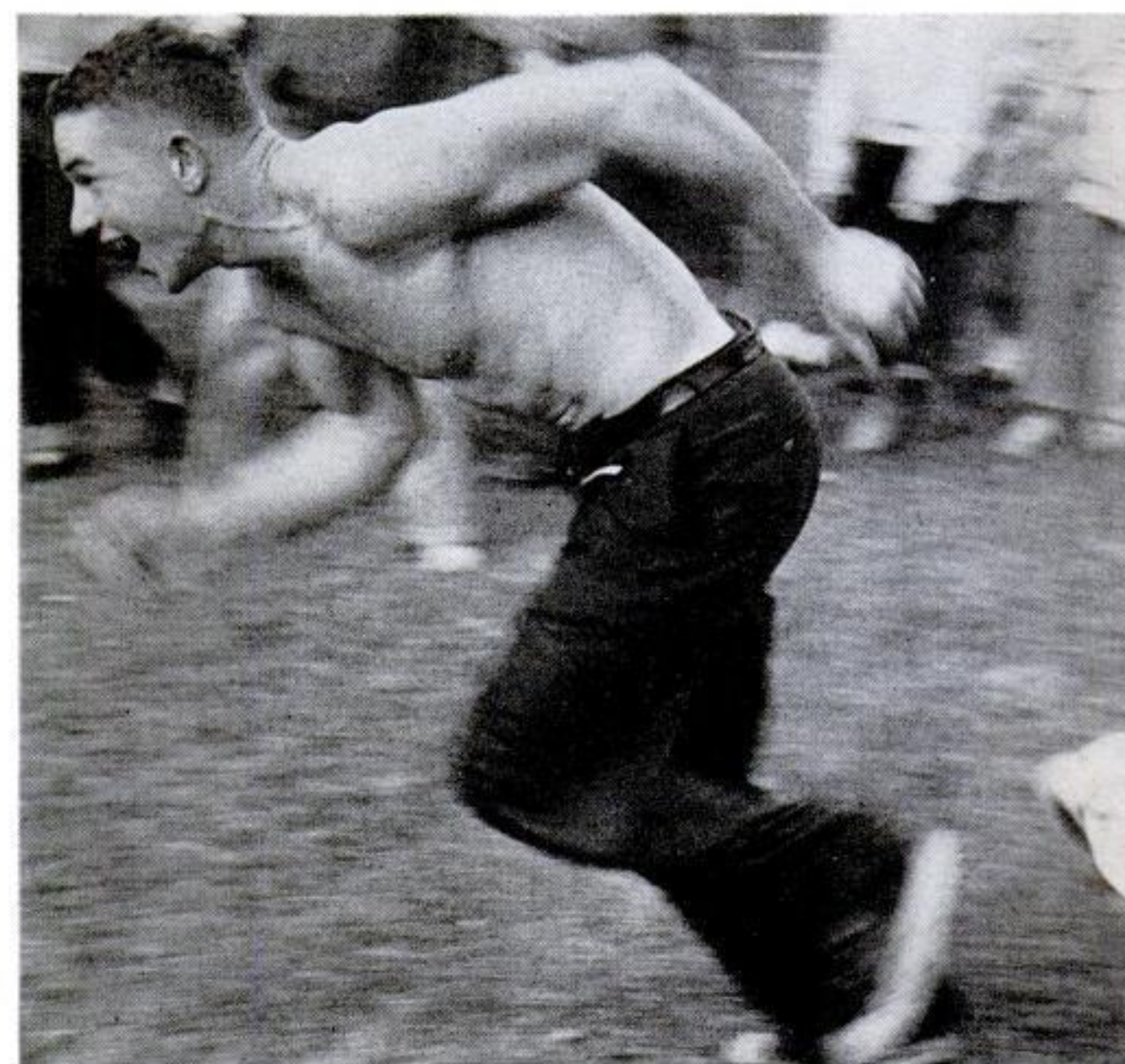
Try Kentucky Club for a week. Notice how much better your pipe tastes—how much fresher your mouth feels. It's the thoroughbred of pipe tobaccos—choice white Burley specially blended to give you a mild, smooth smoke. You don't have to pay fancy prices for Kentucky Club.

Look for the blue tin with the picture of the red-coated rider

Produced by the makers of famous
MAIL POUCH TOBACCO
Wheeling, West Virginia



PLAYFUL Tutt Williams (right) pulls Peek Garlington into the water during the picnic at Cave Mountain Lake on the day after the Shakespearean ball.



REVENGEFUL after being tossed into water himself, Tutt Williams takes off after fraternity brother. Fortunately the weather was sunny and warm.



GALLANT Tutt, who was going to throw date, Hope White, into water, relents when she cries. After dates had left for home the students held a stag party.

Enjoy America's New Winter-Time Dessert Miracle

Fresh-Frozen Fruit Glorified with Reddi-wip!

YOU can thank modern science for the miracle of fresh-frozen peaches, strawberries and raspberries on your table, even in mid-winter! And you can thank Reddi-wip for giving these luscious frozen fruits a SUPER deliciousness that's simply out of this world!

Made of fresh, rich cream, Reddi-wip WHIPS ITSELF AUTOMATICALLY at the

touch of a finger. No work, no fuss, no muss. No bowl and beater to wash. Reddi-wip is economical, too. Dozens of delicious servings in the self-serving container that keeps Reddi-wip fresh in your refrigerator for days and days.

Once you try Reddi-wip, you'll be delighted to see how it transforms even the thriftiest budget-dessert into an exciting *creation* that's fit for a king. Like millions of housewives all over America, you'll want to use Reddi-wip on *all* your desserts—from frozen fruits and berries to gelatins and cakes.

GET **Reddi-wip** FROM YOUR
GROCER OR MILKMAN



**Made with
Fresh, Rich Cream!**

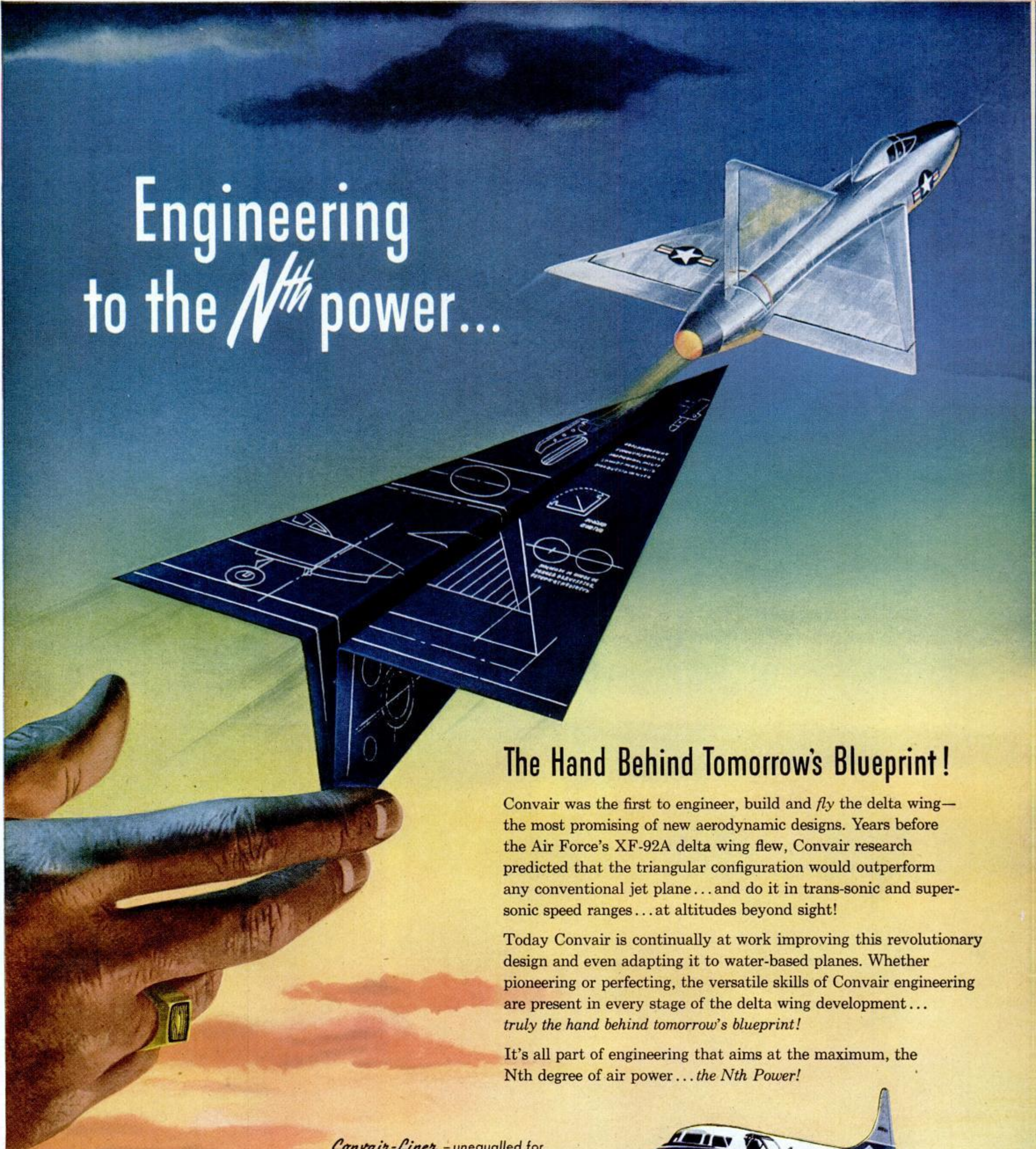


Fresh-Frozen Fruit

Now available at your Grocer's Frozen Food Cabinet: **Strawberries • Peaches
Raspberries • Blueberries**

Get a package of fresh-frozen fruit and a can of Reddi-wip today.

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Engineering
to the *Nth* power...

The Hand Behind Tomorrow's Blueprint!

Convair was the first to engineer, build and fly the delta wing—the most promising of new aerodynamic designs. Years before the Air Force's XF-92A delta wing flew, Convair research predicted that the triangular configuration would outperform any conventional jet plane...and do it in trans-sonic and super-sonic speed ranges...at altitudes beyond sight!

Today Convair is continually at work improving this revolutionary design and even adapting it to water-based planes. Whether pioneering or perfecting, the versatile skills of Convair engineering are present in every stage of the delta wing development... *truly the hand behind tomorrow's blueprint!*

It's all part of engineering that aims at the maximum, the *Nth* degree of air power...*the Nth Power!*

Convair-Liner — unequalled for safety, preferred by passengers and pilots... more Convair-liners used by more airlines than any postwar plane!



IN THE AIR IT'S
CONVAIR

CONSOLIDATED VULTEE AIRCRAFT CORPORATION

SAN DIEGO & POMONA, CALIFORNIA • FORT WORTH & DAINGERFIELD, TEXAS

☆☆ CONVAIR IS ADDING ANOTHER 1½ MILLION SQUARE FEET OF FLOOR AREA TO ITS PLANT FACILITIES...MAKING A TOTAL OF MORE THAN 9 MILLION SQUARE FEET DEVOTED TO RESEARCH AND PRODUCTION PROJECTS FOR AIRCRAFT, GUIDED MISSILES AND ELECTRONICS!

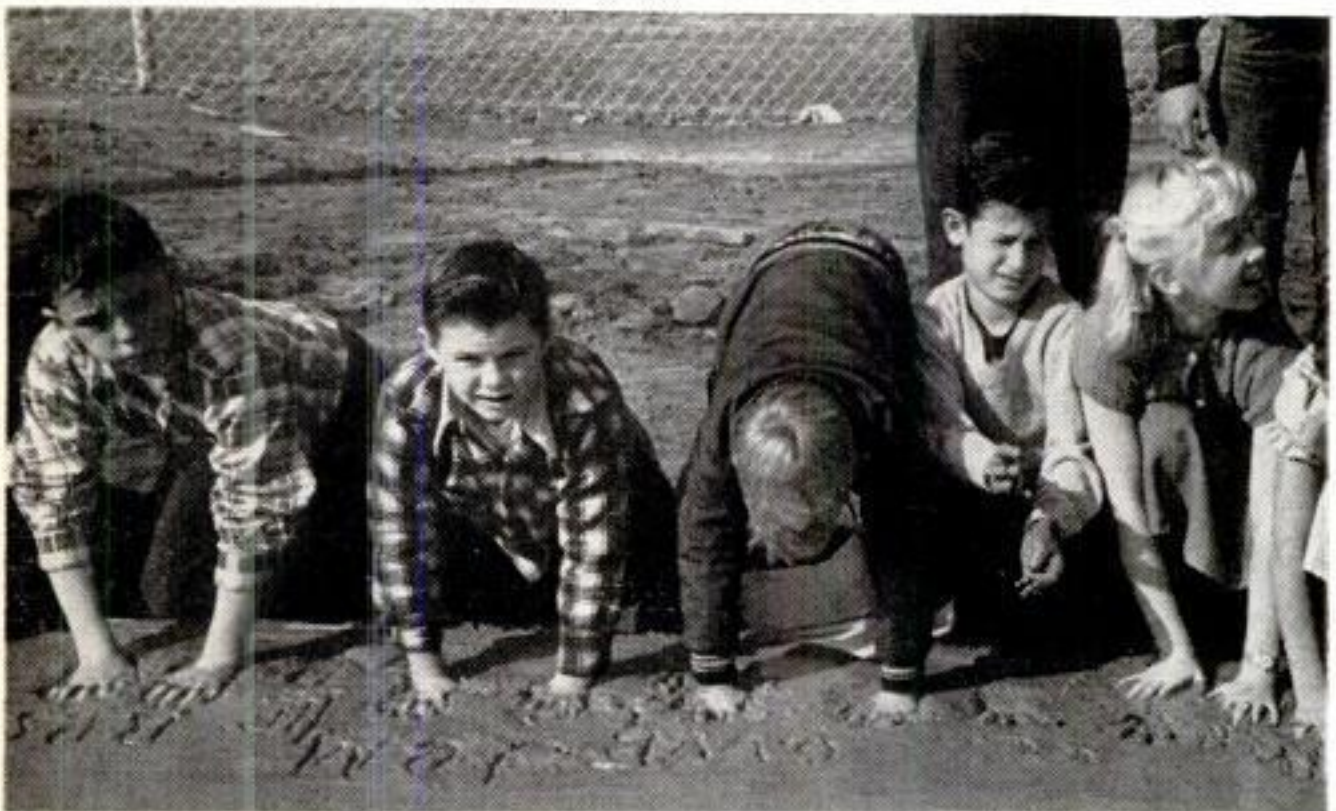


SHOULDER TO SHOULDER CHILDREN PRESS THEIR HANDS IN THE CONCRETE

KIDS IN CONCRETE

A California sidewalk gets messed up—legally

Flushed with civic pride, the townspeople of Rivera, Calif. last month stepped up to admire the brand new \$579,000 elementary school they had built to accommodate their growing crop of young children. Nodding in approval, they watched meticulous workmen lay a trim 400 feet of concrete sidewalk out in front. But then, just as the concrete was in the final stage of squishiness, they were astonished to see 300 kindergarten, first, second and third grade children march solemnly up to the sidewalk, turn, kneel and plant their hands heavily in the wet pavement. The kids, it turned out, were only doing with official sanction what they probably would have done illegally anyway. Their act was the idea of the superintendent of schools, Larry Magee. "It's their school," he said, "and we decided to let them have a hand in it."



SIGNED PRINTS were made by some children who wrote their names in concrete with fingers. Others waited until janitor brought nails to write with.

SNACK TIME!



Happy thought—never a dish to wash thanks to SERVISET—now in the inexpensive EXTRA VALUE pack. "Morning Glory" is one of 19 beautiful patterns in matched paper plates, Handi-Handle® cups, napkins and tablecover.

Look also for "Purity"® paper tableware. BIG PAK for everyday use!



SUTHERLAND PAPER COMPANY • KALAMAZOO, MICHIGAN



from LIFE, May 28, 1951

WHAT'S IN A PICTURE...

Through a telescopic camera lens, you are watching a Russian soldier at his sentry post outside an East Berlin prison. He is quite unaware of your scrutiny.

In a few idling minutes he inspects his Tommy gun, absent-mindedly counts his fingers, poses like

Napoleon, and fiddles with his knife.

You, like a de Maupassant jotting down notes for a short story, or like a Daumier making sketches, can, because of the camera, gain an insight into the Russian character. Only the camera can give you such a rewarding peek through the Iron Curtain.

... to see life ... to see the world ... to eyewitness great events

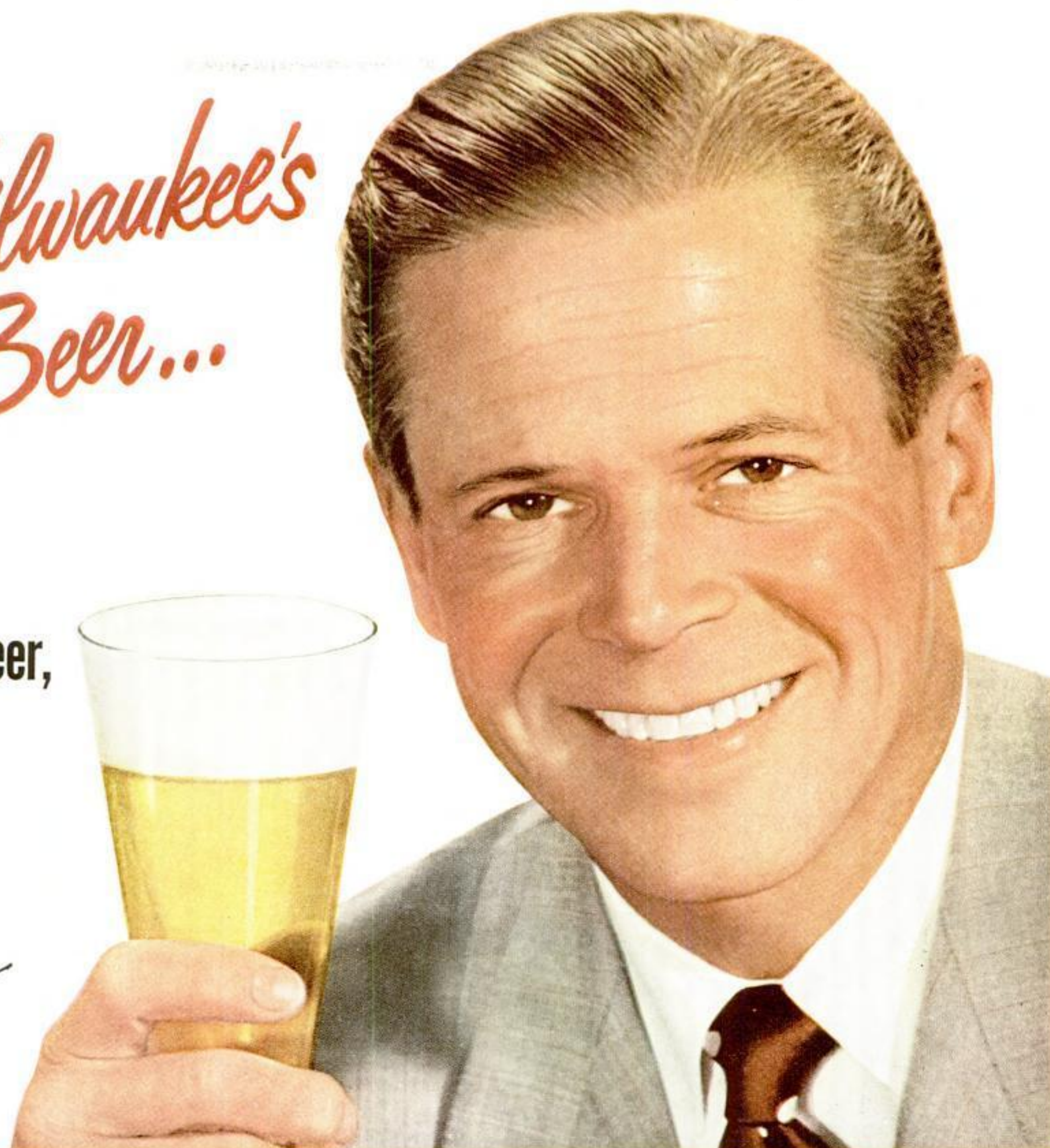
LIFE

*"Blatz is Milwaukee's
Finest Beer..."*

It's Milwaukee's favorite beer,
I lived in Milwaukee,
I ought to know!"

says *Dan Duryea*

Famous screen and stage star,
now starring in "Chicago Calling,"
a United Artists release

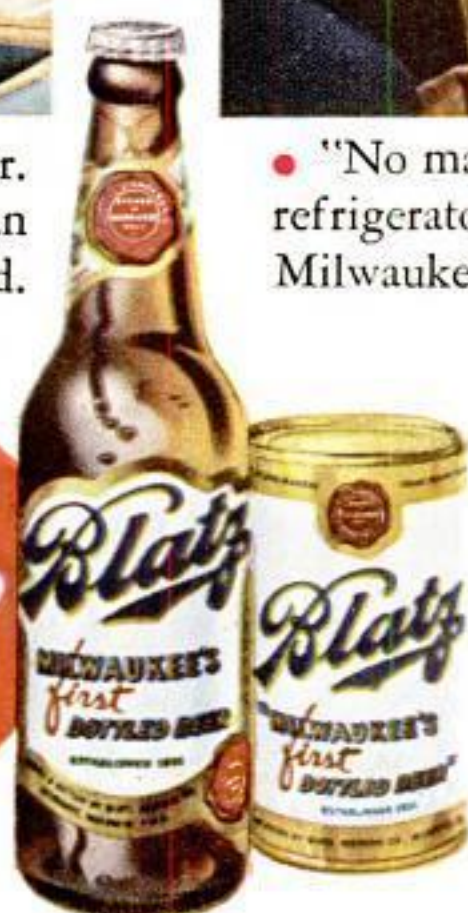


• "Blatz tastes so good that it's Milwaukee's favorite and finest beer. This fact, in my opinion, makes Blatz America's finest beer," says Dan Duryea, relaxing aboard his "Minkote," after a sail on Lake Arrowhead.



• "No matter where you live you don't have to travel further than your refrigerator or favorite tavern to learn why," adds Dan. Blatz is first in Milwaukee's favor, because it's first in flavor. Why not try Blatz, today!

Today, taste



Milwaukee's finest beer!

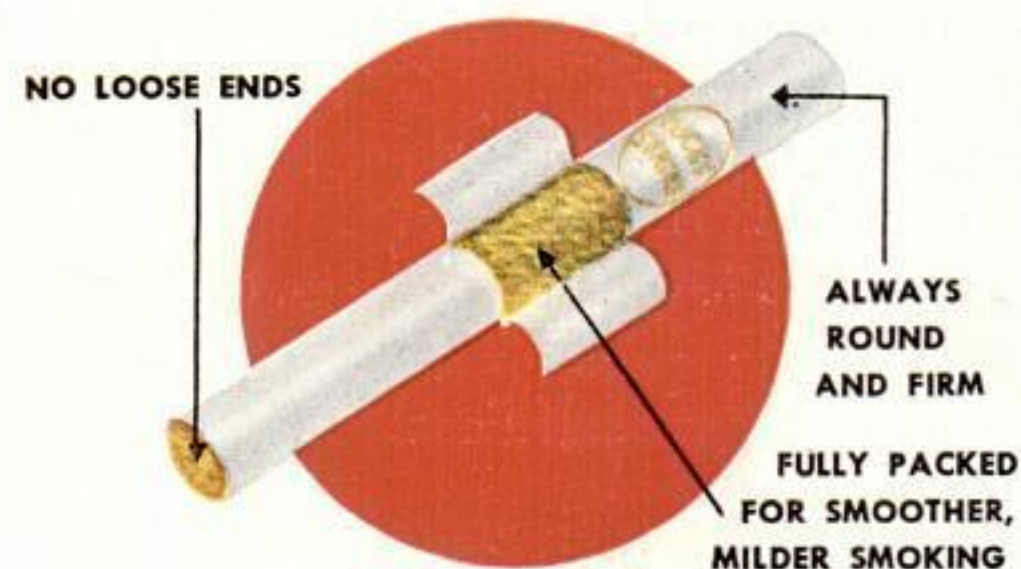
© 1952, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.

Be Happy-GO LUCKY!

Here's why
Luckies taste better!



You get better taste from fine tobacco, and L.S./M.F.T.—Lucky Strike means fine tobacco . . . fine, mild, good-tasting tobacco. There's no substitute for fine tobacco—and don't let anybody tell you different!



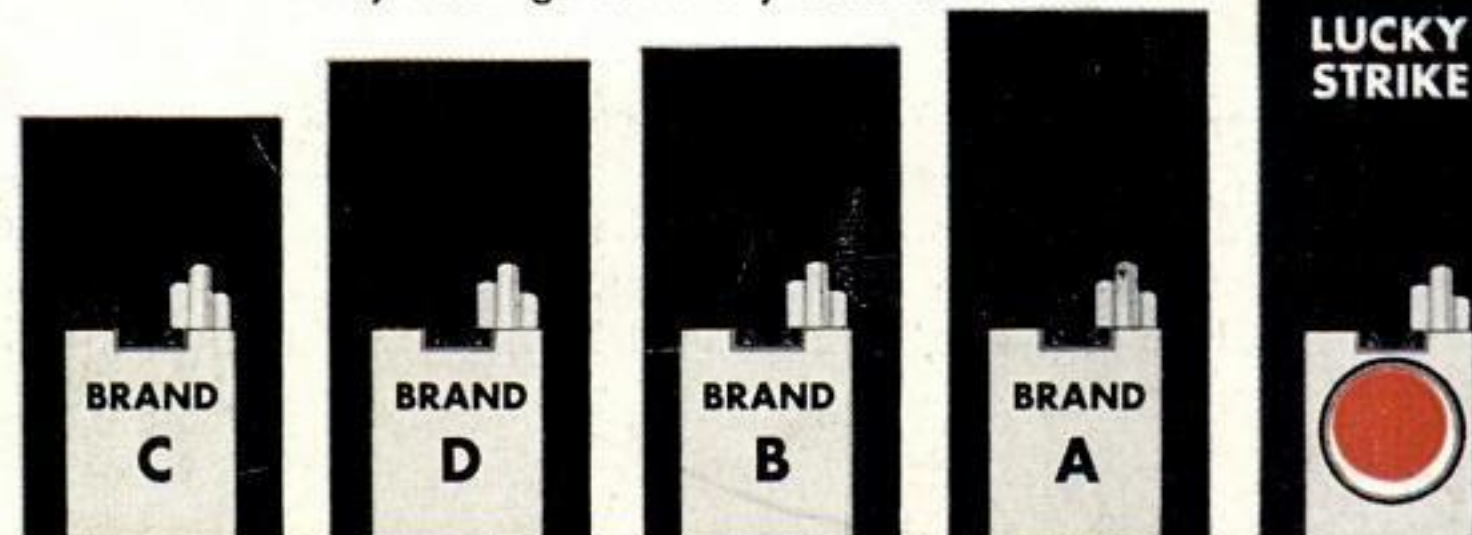
What's more, Luckies are *made better*—so round, so firm, so fully packed—so free and easy on the draw. Always, *in all ways*, you can depend on Luckies for better quality! These are *facts*—verified and documented.



© A. T. Co.

QUALITY COMPARISON—5 PRINCIPAL BRANDS

Based on tests certified to be impartial, fair and identical.
Verified by leading laboratory consultants.



"In our judgment the above bar graph accurately and reliably depicts the relative quality of these brands. It is our conclusion that Lucky Strike is the best-made of these five major brands."

(Signed) Froehling & Robertson, Inc.,
Richmond, Va.

"We confirm that in our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We do verify that the above chart correctly shows that Lucky Strike ranks first in quality."

(Signed) Foster D. Snell, Inc., New York, N. Y.

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